



## APPLIED ASSET MANAGEMENT

Applied Asset Management Consultants, Inc.

Kalamazoo, MI

| [www.appliedasset.com](http://www.appliedasset.com)

| [info@appliedasset.com](mailto:info@appliedasset.com)

| (269) - 870 - 0721

## WHO WE ARE:

Applied Asset Management Consultants, Inc. works with private & public organizations to inspire, transform, & apply the discipline of Asset Management to their business and physical infrastructure.

We personally work with your people to apply Asset Management. At the end of the day, you own the infrastructure and related asset information, and therefore must make it work. Assets span over generations; people come and go, but infrastructure assets will always be there to maintain.

Unknowingly, many organizations are already equipped with the fundamental building blocks for Asset Management. The key is to collectively organize those pieces into a series of efficiently coordinated activities that maximizes value from its assets. By doing this, organizational resiliency, improved customer service, and long-term sustainability can be achieved.

One of the most underappreciated phrases in industry is that “people are an organization’s best resources”. We help bring a culture of Asset Management to people through education, inspiration, and empowerment. We believe in helping clients apply Asset Management principles rather than doing it for them. We help them develop asset leaders within your organizational structure that is guided by an Asset Management policy and strategy molded by its top managers.



## WHAT WE DO:

At Applied Asset Management Consultants, we understand your organizational challenges for we have held positions in both the private and public agency sectors. We bring experience and expertise in delivering these services:

- Assess and benchmark client’s maturity in their Asset Management journey, analyze current asset business management gaps against ISO55000 document series for Asset Management, and facilitate a ‘roadmap’ of recommendations that is realistic and geared for success.
- Facilitate and develop Strategic Asset Management Plans for organizations including Asset Management Policy, and individual portfolio Asset Management Plans.
- Assist organizations in cultural transformations that emphasize strategic alignment with organizational objectives and outcomes. We assist organizations in aligning Asset Management outputs that quantitatively and qualitatively demonstrate Environmental, Social, and Governance benefits.
- Facilitate, plan, and design an Asset Management System for organizations that are committed to changing the direction of how they manage their fixed and non-fixed assets.
- Perform Managerial Capacity Studies to determine the current and future state capacity at all organizational managerial levels. We use proven tools that help develop an organization’s leadership con-



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duit focusing on skill sets, priorities, and values associated with managerial positions.

- Assist organizations with improving business process and activity efficiency and effectiveness by employing Lean Management value stream mapping and A3 modeling techniques. We utilize outputs from Lean evaluation techniques to migrate processes and activities to Computerized Maintenance Management Systems (CMMS) and develop Lean Accounting performance metrics for fiscal management.
- Conduct project management training for organizations to help them overcome challenges with the “cradle-to-grave” process for capital project delivery. We leverage Lean techniques and our deep experience for real-life scenarios, best practices and tools that resonate with project and asset managers.

Our services include a long partnership with Medema Consulting and Business Impact, LLC whose human asset assessments, coaching, and team effectiveness melds “pipe and people” to address and assist with overcoming cultural organizational barriers in Asset Management System implementation.

### KEY SKILLS:

- Entrepreneur and small business leader.
- Evaluator, planner and strategist of management systems and business models for integration, efficiency, opportunity, and potential.
- Strategic alignment of Asset Management System development and implementation with organizational context, objectives and outcomes.
- Organizational-value focused on Environmental, Societal, and Governance (ESG) principles; customer focused on value frameworks.
- Coaching and team formation for Asset Leadership and Asset Management Systems
- Ability to create a clear vertical 'line of sight' between senior leadership and front line managers closest to assets and customers.
- ENTJ personality profile with a strategist cognitive thinking style.

### PROFESSIONAL QUALIFICATIONS, REGISTRATIONS AND MEMBERSHIP:

- BSCE (1988) and MSCE (1990), Michigan Technological University, emphasis in structural engineering, Master’s Thesis “Analysis of Stress Redistribution in Structural Silicone Glazing Systems”
- Registered Professional Engineer, State of Michigan
- Asset Management Professional status, Institute of Asset Management
- IAM certificate in Asset Management
- Member Institute of Asset Management (MIAM)
- IAM Great Lakes Branch, chair
- Member of the American Society of Civil Engineers (ASCE)



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- Member of the National Society of Professional Engineers
- Member of the Michigan Society of Professional Engineers
- Certification in National Incident Management System and Incident Command Structure for Emergency Action Response; ICS-300: Intermediate ISC for Expanding Incidents, FEMA, USDA, April 2008.
- Trained in Lean Management techniques; value stream mapping, A3 modeling

## PROJECTS:



**Walker Parking Consultants/Restoration & CTL Group Strategic Alliance) | Senior Project Manager, Structural Lifecycle Condition Assessor | City of Grand Rapids, Michigan | 2006-2007**

Responsible for the structural lifecycle condition assessment and determining remaining lifecycle value of a 50MGD wastewater treatment facility for the City of Grand Rapids, Michigan; performed best value scenarios strategies against plant restoration, expansion, and replacement; determined plant restoration was best value scenario saving the City millions in new capital construction costs; developed and managed ensuing capital maintenance for plant restoration.



**City of Grand Rapids, Michigan | City Engineer, Top Manager, Asset Management System Developer, Educator, Implementor | Oct 2008 – March 2018**

Responsible for the development and implementation of the City's Enterprise Asset Management System, asset management planning, strategies, and draft asset management policy for city-wide value realization of over \$1T in assets including:

- All linear street right-of-way assets
- Water distribution system & 70MGD potable water filtration plant
- Wastewater collection system & 50MGD wastewater treatment facility
- Stormwater conveyance system
- 85,000 lineal feet flood protection system & low-head concrete dam across Grand River
- All city-owned public buildings
- Over 70 parks, 8 cemeteries, 1 city-owned golf course, public museum, and public library

Conducted 12-month City-wide educational workshops to asset managers, employed Computerized Maintenance & Management System (CMMS) tools using RoadSoft, Maximo, Cityworks, GIS, employed MS Project Professional for Project Management Information System (PMIS) and capital project planning; employed MS Power Business Intelligence for asset informational dashboard analytics to monitor asset health and performance; responsible for over \$100M in annual capital improvement delivery and over managed over 30 employees as department head.



**City of Grand Rapids, Michigan | City Engineer, Top Manager, Principal Asset Manager, Asset Management System Developer, Planning & Strategic Program Developer | Oct 2008 – March 2018**

Responsible for the recertification of 85,000 lineal feet of flood protection and interior drainage systems





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within the Grand River watershed through downtown Grand Rapids with the Federal Emergency Management Agency (FEMA) Region 5, Chicago, Illinois; responsible for the development of the asset management plan and implementation of the lifecycle operations and maintenance program for seasonal cyclic river stages; principal City representative to the FEMA Levee Analysis and Mapping Process and pilot program, managed consultant technical hydraulic river modeling; responsible for flood protection system response with the Kent County coordinated Emergency Action Operations Center activation during the 2013 Grand River flooding event through downtown Grand Rapids; developed operations, maintenance configuration, procurement, and contingency planning protocols within Cityworks and GIS, received 2 levels of FEMA NIMS and ICS training and certifications.



**City of Grand Rapids, Michigan | City Engineer, Top Manager, Principal Asset Manager, Facilitator, Strategy & Planning Developer, Alternative Energy Strategist | Oct 2008 – March 2018**

City's principal representative to the City of Grand Rapids and City of Wyoming Michigan Joint Biosolids Management Authority; responsible for the \$36M capital construction of a new biosolids facility; facilitated and memorialized the 2020 Vision strategic objectives, mission, and value charter; facilitated the private-public partnership for an advanced biosolids management program using bio digestion technology; responsible for the City's Energy Performance Contracts including energy audits, energy efficiency programs, geothermal deployment at two fire stations, hydronic snowmelt systems, and proposed solar array system at the former Butterworth Landfill.



**City of Kalamazoo, Michigan | Prime Consultant (Applied Asset Management Consultants, Inc.) | Program Strategist, Asset Management Maturity Assessor, Succession Planner, Asset Management Planner, Facilitator | 2019 – Current**

Principal consultant leading the development of the following programs across the City's Public Services Department (streets, water supply, wastewater, storm water, and vegetation management asset systems):

- Strategic Asset Management Plan
- Watermain Break Repair Activity Lean Value Stream Mapping and Improvement Recommendations
- Groundwater public drinking water well system Asset Data Gap Analysis & Roadmap
- Groundwater public drinking water well system algorithm development for leading indicators, risk profile, and informational analytics dashboard; development of lifecycle model for value realization (OpEx, CapEx, Total Cost of Asset Ownership)
- Development of water asset data and informational analytics dashboard content for migration into Lucity Central Square CMMS solution.
- Executive coaching and Asset Leadership Development for water supply and wastewater divisional managers, operations and maintenance managers, and field crew supervisors.
- Team effectiveness coaching for Public Services asset leadership and water supply division managers.
- Cognitive Personality/Attrition/Competency-based succession planning and management framework for over 60 employees in the Water Resources Division.



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### **Principal Consultant (Applied Asset Management Consultants, inc. as subconsultant to Fishbeck, Inc.) | Asset Management Maturity Assessor, Managerial Capacity Assessor, Asset Management Plan reviewer | 2021-2022**

Responsible for the EPA-based Managerial Capacity analysis and recommendations for the City of Kalamazoo, Michigan Water Resources Division administrative consent order issued by the Michigan Environment, Great Lakes, and Energy Department (E.G.L.E.) comprising of the following:

- Administered Asset Management Maturity Assessment, Institute of Asset Management (IAM) Self-Assessment tool to determine baseline status.
- Developed roadmap for 1–7-year maturity and competency focus areas for growth.
- Administered Michigan Infrastructure Commission's (MIC) Asset Management Readiness Assessment to augment State Revolving Fund (SRF) opportunity.
- Review of E.G.L.E. submitted Water System Asset Management Plan.
- Administered assessments and evaluated current and future state operational and maintenance scheduled and unscheduled work plans.
- Developed current and future state full-time equivalent (FTE) managerial capacity levels.



### **Metropolitan Airports Commission | Minneapolis-St. Paul International Airport | Prime Consultant (Applied Asset Management Consultants, Inc.) | Asset Management Maturity Assessor, Program Strategist, Business Asset Management Assessor | 2023 – Present**

Principal consultant leading the Asset Management Gap Analysis and "Roadmap" for the main airport and six (6) reliever airports in the Minneapolis-St. Paul region that included:

- Administered the Asset Management Maturity Assessment tool from the Institute of Asset Management to over 30 managers and senior leadership across Maintenance & Operations, Airport Planning & Development, Finance, Internal Audit, and Information Technology enterprise departments.
- Evaluated assessment results and performing a gap analysis, scorecard current state determination.
- Evaluated business asset management readiness assessment.
- Facilitated the formation of recommended future state roadmap strategies for ISO55000 Asset Management System planning, design, and implementation.



### **Principal of Practice | Applied Asset Management Consultants, Inc. | Adjunct Professor of Practice, Co-Instructor | 2016-Present**

Responsible for the instructional planning, design, and teaching for Civil Asset Infrastructure Management and Asset Creation Project Management in the following capacity:

- Western Michigan University, 2016-2018, Adjunct Professor of Practice, graduate level Civil Asset Management.
- Michigan Technological University, 2023, Adjunct Professor of Practice, graduate level, synchronous virtual Civil Infrastructure Asset Management instruction.
- PSMJ Resources, Inc.; Strategic Alliance (Applied Asset Management Consultants, Inc.); Co-Instructor; 2019-Present – Project Management Bootcamp for Public Works Agencies; co-instructor for nationwide project management training covering all aspects of the capital project delivery process.
- Received Certification for On-line Teaching Instruction, June 2023.





State of Michigan  
Department of Commerce  
Board of Professional Engineers

*Know all persons by these presents that:*

**Mark Allen Declercq**

*is a duly licensed*

**Professional Engineer**

*and is authorized to practice in the State of Michigan in  
accordance with Act No. 299, Public Acts of 1980, as amended.*

*The validity of this certificate is contingent upon the display  
of a current license. Given under the hands  
and seal of the Michigan Department of Commerce.*

No. 040014

*Kathleen M. Wilbur*

*Kathleen M. Wilbur, Director  
Bureau of Occupational and Professional Regulation*

*Andrew L. Metcalf, Jr.*

*Andrew L. Metcalf, Jr., Director  
Office of Commercial Services*





This document certifies that

Mark DeClercq

Has satisfied the requirements and was admitted to the Register



Asset  
Management  
Professional

Signed *AWH*

Registration Number 2021004

Date of Issue 01/02/2021

This certificate remains the property of the IAM  
and must be returned at the request of the Institute

[www.theIAM.org/AMP](http://www.theIAM.org/AMP)





# Certificate

## in Asset Management

This is to certify that

*Mark De Clercq*

IAM Registration Number: 1034514

was awarded the Institute of Asset Management Certificate in Asset Management having achieved the pass mark by examination on 7th of February 2019

**Steve Wyton, P.Eng.,**  
**MBA, FIAM**  
Chair, IAM Examinations Board

**Chris Newsome, OBE**  
IAM President

59429067



To verify this certificate or for further information please visit  
[www.theIAM.org/Quals](http://www.theIAM.org/Quals)





# ASCE AMERICAN SOCIETY<sup>®</sup> OF CIVIL ENGINEERS

By action of the Board of Direction

**Mark Allen Declercq, P.E., M.ASCE**

has been elected

**Member**

who is entitled to all the privileges granted by the Constitution of the Society, an organization for the advancement of professional knowledge and the improvement of civil engineering.

*Robin A. Kemper, P.E.*

Robin A. Kemper, P.E., LEED AP, F.SEI, F.ASCE  
ASCE President 2019

January, 2019



*Thomas W. Smith III*

Thomas W. Smith III, ENV SP, CAE, F.ASCE  
Executive Director

