

## **DONNA GAFFORD**

New Albany, MS

(662) 507.2606 / dgafford@definingbrilliance.com

www.linkedin.com/in/donna-gafford

---

### **LIGHTING APPLICATION ENGINEER/INSTRUCTOR/MARKETING MANAGER, LC, MIES, CM - BIM**

Knowledgeable professional with proven expertise in the lighting industry. An efficient problem solver that reliably provides innovative solutions. Developed and established the entire Signify (formally Philips Lighting of North America's) building information model program. Created the framework and methodology for the Philips NA consolidated photometric library. Proven coordinator of customer events and trainings – consistently delivering Net Promoter Scores of 85+. Passionate about lighting application calculation, teaching and creating training content. Lighting and CM-BIM certified. Key skills include:

- Lighting Analysts: AGi32, Photometric Toolbox
- Autodesk: AutoCAD, Revit
- Microsoft: Word, Excel, PowerPoint, Access

### **EXPERIENCE**

**DEFINING BRILLIANCE CONSULTING**, New Albany, MS

**2020 – Present**

#### **Founder**

Offer a wide range of services including: AGi32 lighting application design, one on one AGi32 coaching and problem solving, and literature creation and review.

**LIGHTING ANALYSTS/REVALIZE**, Jacksonville, FL

**2016 – Present**

#### **AGI32 Instructor/Content Writer**

Conduct software training on the following topics: Introduction to AGi32, Advanced AGi32, Intermediate Roadway and Roadway Emphasis. Refresh training manuals and write new applications when new software versions are introduced.

- As a result of dedication and student satisfaction, chosen to teach at Lightfair 2018 and 2019, as well as, the IES Site & Area Lighting Conference in 2018, 2019 and 2022.
- Prior to Covid, consistently taught several face-to-face classes yearly; conducted 17 in 2019 alone.

**SIGNIFY/PHILIPS/DAY-BRITE LIGHTING**, Tupelo, MS

**2006 – 2020**

#### **Channel Marketing Manager, 2017 – 2020**

Managed specifier, distributor and sales agent education, brand awareness and tools including the development and publication of BIM (Building Information Models) for all Signify's North American Professional Luminaire brands.

- Developed the Lighting Excellence specifier workshop to expand reach in the market and as a result ensured needs were met while getting to network with our customers face-to-face in smaller more intimate settings at our US & Canadian factories.
- Maintained the entire Signify North American building information model (BIM) strategy, library and publication efforts which spanned across nine luminaire brands. Directed the effort to rebrand/update URLs for all existing content which was made up of 300+ product families.
- Negotiated contracts and coordinated with vendors on projects valued between from \$1K-\$100K.
- Beginning in 2019, become coordinator for Signify HQ Lighting Application Center and Learning Management System. Between June-December that year, coordinated 50+ live classes at LAC.
- Event workstream head for the outdoor product growth initiative, known as the Outdoor Blitz. Year one for this initiative resulted in 8% growth.

**Design Resource Manager, 2015 – 2017**

Created and handled the maintenance of the entire Philips North American building information model (BIM) strategy, as well as, the supervision of the Design Resource Specialist.

- Developed and executed training for in-house personnel, as well as, crafted a one-hour accredited American Institute of Architects (AIA) course for visitors.
- Penned multiple articles related to BIM for the specifier newsletter known as Luminous Spec.
- Originally built all content in-house, then expanded to include an assistant and eventually crafted a strategy to outsource development.

**Applications Engineer/Specialist, 2008 – 2015/2006 – 2008**

Produced lighting designs and conducting energy analysis to determine fixture types, quantities, and locations to satisfy sales agent, and ultimately, customer need.

- Created and maintained the consolidated Philips photometric library of published content.
- Began the effort of creating BIM content for the Day-Brite Lighting brand, which ultimately resulted in me being chosen to head the entire effort in later years.

**PROFESSIONAL TRAINING AND DEVELOPMENT**

Revit MEP Overview, Electrical Essentials & Content Creation: Microdesk, 2016  
Revit Architecture Essentials, Advanced & Project Manager: Microdesk, 2016  
Lean Basics: Philips, 2015

**CERTIFICATIONS / HONORS**

Outstanding Service Award: Lighting Analysts, 2018

Certificate of Management – Building Information Modeling (CM-BIM):  
The Associated General Contractors of America, 2015

Lighting Certified (LC): National Council on Qualifications for the Lighting Professions, 2010

Summa Cum Laude, Alpha Sigma Lambda, Leadership Award, Academic Excellence:  
Union University, 2009

**EDUCATION**

**Bachelor of Science (BS)**

Organizational Leadership – Concentration: Project Management  
Union University (Jackson, TN)

**Associate of Applied Science (AAS)**

Computer Aided Drafting and Design  
Northeast Mississippi Community College (Booneville, MS)

**VOLUNTEER WORK**

**Illuminating Engineering Society of North America**, New York, NY

**2014 – 2021**

**Co-Chair, Vision Science Committee**, 2019 – 2020

**Chair, BIM Committee**, 2017 – 2019

**Voting Member, BIM Sub Committee / Committee**, 2014 – 2017; 2020 – 2021

**Advisory Member, Computer Committee**, 2014 – 2018