

Hayley Pallister - Principal



**Employment:**

2005 – Current: Asakura Robinson Company LLC – Principal: Marketing / Business Development

2002 – 2005: PDG Architects – Marketing Coordinator

2000 – 2002: SLA Studio Land, Inc. – Office Manager / Marketing Assistant

Hayley Pallister is a native of southeast England. She immigrated to Houston in 1994 and soon developed an administrative position for a local landscape architecture firm into a passionate career marketing within the building industry. Inspired by outdoor educational opportunities for her son and the growing awareness of the green building industry in Houston her passion is constantly charged by the overwhelming and successful level of work being performed by grassroots organizations within the region. Hayley joined Asakura Robinson Company in 2005 after previously working with Keiji Asakura at SLA Studio Land. Her time is divided between office management, in-house marketing and business development. She works closely with Principals, Keiji Asakura and Margaret Robinson, to develop and nurture business relationships within the industry, pursue project opportunities for the firm, identify educational and professional development opportunities for staff and coordinate community-based volunteer projects.

In 2007 Hayley became involved with the AIA COTE Gulf Coast Green Symposium, her volunteer position graduated from conference volunteer to Publicity Co-Chair in 2008, and to Speaker Chair from 2009 to 2011. A previous industry-related board position includes two years as Treasurer for the Society of Marketing Professional Services, Houston Chapter. Her involvement in coordinating the much publicized 611 Walker Container Garden project contributed to her receipt of an Honorable Mention, Mayor's Proud Partner Award in 2010. A personal interest in organic gardening and urban agriculture led Hayley to receive her Permaculture Design Certificate in 2008 and she is an active participant of several annual volunteer events including Trash Bash and Marsh Madness.

**Organization Involvement:**

AIA COTE Gulf Coast Green Symposium  
 Speaker Chair, 2009 - 2011  
 Publicity Vice Chair, 2008  
 Green Map Houston Chair, 2008  
 Conference Volunteer, 2007

SMPS (Society for Marketing Professional Services) Houston  
 Board position - Treasurer, 2004-2006  
 Communications Committee, 2002-2005  
 Member 2001 - 2008

WiSER (Women in Sales Executive Roles)  
 Steering Committee, 2011

**Memberships:**  
 Congress for the New Urbanism - member since 2007

Better Block Houston  
 Steering Committee, 2011

Greater Houston Partnership – member 2005  
 Participated as protégé in GHP's Mentoring Program

Houston Cultural Arts Designation  
 Steering Committee, 2011

Rice Design Alliance - member since 2005

Houston Land & Water Sustainability Forum  
 Steering Committee Member, 2008  
 Low Impact Development Design Competition  
 Coordinator, 2008

U.S. Green Building Council - member since 2004

**Awards:**  
 Mayor's Proud Partner Award - Honorable Mention - 2010