



Dr Max Mallia-Parfitt

PhD MRes BSc MIET MIEEE

Experienced Development Team Leader,
Innovator of Virtual Reality Systems and
Chair of Technology for COMIT.org.uk

Details

25 Priors Grange, Salford Priors,
Evesham, Worcestershire, WR11 8XP

Tel: +44 (0) 1789 773 026

Mob: +44 (0) 7868 704 094

Email: max@maxwell247.com

Current Professional Roles

Director of Applied Technologies, Fulcro
Engineering Services, since August 2015

Chair of Technology, COMIT.org.uk,
since September 2018

Experience

17 Years C# & OO Programming

15 Years Virtual Reality Development

10 Years Unity3D Development

8 Years in the Construction Sector

6 Years Robotics Development

Experienced Higher Education Lecturer

Professional Public Speaker

References

Ben Haldin, Managing Director, Fulcro
Engineering Services Ltd

benh@fulcro.co.uk

+44 (0) 1789 490 000

Professor Jennifer Whyte, Imperial
College London, Laing O'Rourke/RAEng
Chair in Systems Integration

j.whyte@imperial.ac.uk

+44 (0) 2075 949 245

Profile

I am an experienced product innovator with team leadership capability and have built a career based on my foundations in computer science, specialising in the use of VR, AR, and MR in the construction sector. In the past 8-years I have developed a detailed understanding of current industry challenges around software adoption and utilisation of Digital Twins, IoT, and Blockchain for smart contracts. My passion for systems engineering, developed through a love of robotics and embedded electronics, helps me lead R&D teams in agile sprints to deliver cutting edge tools.

My work with major infrastructure projects, including Crossrail, the Thames Tideway Tunnel Project and HS2, has given me the chance to deliver academic and industrial programs to educate the next generation of construction engineers. As a 'resource investigator' I have grown the Applied Technologies division at Fulcro Engineering Services, developing visualisation and AI capability for clients and contractors, with satisfied clients globally. This is evidenced through our clients collaboratively linking site teams and design offices with their 'Siloed Data', leading to improved understanding of complex datasets and workflow automation commonly found in construction and infrastructure projects. The FULmax range of VR tools (www.FULmax.co.uk), named after myself, enable teams to stand at life-size inside 3D datasets without head mounted displays. I was able to demonstrate this capability live, when the FULmax was featured on the Unity3D stand at Autodesk University 2019, to assist with the public launch of Unity Reflect.

My immersive VR work won the coveted CIOB Innovation & Research Award in 2014, with several international awards being won utilising my FULmaxOS code based on the Unity3D Engine. I worked with Microsoft Research in 2016 to develop AEC applications for the HoloLens, and presented the application and use cases with clients at the Unity Unite conference in 2017. As the Chair of Technology for COMIT, I have a rich network of industry specialists, innovators, and clients that I can bring together to test new innovations and ideas. As an active 'Thought Leader' I am always happy to talk tech, discuss challenges and 'geek out' when the chance arises. I use platforms including Twitter, LinkedIn, and YouTube, and have applied to become a TEDx speaker.

Recent Employment History

I am currently the Director of Applied Technologies at Fulcro Engineering Services, since August 2015, leading a team that develops VR hardware, AI tools and IoT visualisations. The FULmax technology is my namesake and is currently distributed across three continents and is on track to deliver £1.5m of business over the next 18-months with aggressive global expansion planned.

I currently hold the Chair of Technology position at COMIT Projects Ltd (Construction, Operations & Maintenance Innovation through Technology), since September 2018. COMIT is a special interest community with membership including Construction Contractors, SME's, Clients and Technology Providers all working together to build better capability and knowledge within the construction sector. This enables members to respond rapidly to disruptive events such as COVID to assist companies in technology adoption and upskilling workforces with new digital tools.

Research Fellow, Design Innovation Research Centre, School of Construction Management and Engineering, University of Reading, July 2013 to June 2015, supervised by Prof. Jennifer Whyte

Lecturer in the School of Systems Engineering, University of Reading, October 2011 to June 2015 specialising in Virtual Reality, Robotics, Computer Science and Electronics Engineering

Education

2008 – 2013 PhD in Computer Science – Estimation of Magnet Separation for Magnetic Suspension Applications for Medium Sized Space Rovers, School of Systems Engineering, Reading, UK, supervised by Professor William Harwin

2007 – 2008 Masters of Research – E.I.S, Modular Robotics Development, University of Reading (Distinction), School of Systems Engineering, Reading, UK, supervised by Dr Gerard McKee

2004 – 2007 BSc Computer Science & Cybernetics, University of Reading (2:1), School of Systems Engineering, Reading, UK, personal tutor Dr X. Hong

Professional Memberships and Other Achievements

The Institute of Engineering and Technology (MIET)

IEEE Member & IEEE Robotics and Automation Society Membership

Queen Scouts Award, Chief Scouts Award and Chief Scouts Challenge

Jubilee Sailing Trust Charity, volunteer Bosun's Mate, enabling disabled people to sail pirate ships!