

Rethinking the Firm: Could AI Be Your Next Practice Practitioner?

Lindsey Rhoden, AIA and Thad Rhoden, AIA

Lindsey S. Rhoden, AIA, and Thad Rhoden, AIA, are the Co-Founders of Pebble, a consultancy helping AEC firms navigate AI adoption and integration into practice. With more than two decades of experience each in architecture, they co-founded SPARC Design and guided it to a successful acquisition.

Lindsey's career includes serving as 2017 President of AIA Asheville and lecturing at Appalachian State University. She is recognized for her expertise in business development, strategic initiatives, and fostering innovation

Thad served as the youngest-ever President of AIA North Carolina in 2016 and is known for his leadership in practice innovation, operational strategy, and technology adoption. His work spans design excellence, firm management, and advancing the role of architects in a rapidly evolving industry.

In 2022, they relocated to Cincinnati to be closer to family while expanding their professional reach in the Midwest.