

DYNAMIC RESOURCES

A partner you can grow with...



Text: Jane Applebee

Dynamic launches 8,000 stores a year for the world's biggest brands as they expand over seven continents. Jane Applebee speaks to Gerry Walsh, managing director, to find out more.

Although the company now has offices in four countries and its HQ is split between London and Dublin, the Dynamic story actually began in New York. Having graduated from University College Dublin with a degree in engineering, Dynamic's founder Gerry Walsh decided to start his construction career in mainland Europe but moved to The Big Apple in 1994, where he formed an extremely successful retail construction project management business. With an enviable and long-standing list of clients, his flagship project was the complete floor-by-floor refurbishment of the world famous Bloomingdales on 59th street, undertaken in a live trading environment over a five year period. The rest, as they say, is history.

Dynamic Resources is 22 years old this year and is currently one of the fastest growing companies in its sector. After a fantastic trading year and significant new client wins, company revenues will top \$100 million in 2016. Providing design, fit-out, maintenance and project management to a galaxy of 'A' list names, the company's client roster now reads like a directory of New York's 5th Avenue or London's Regent Street.

It was apparent from the early days that Dynamic had discovered the recipe for success in its industry: the credo of 'no detail too small to overlook and no challenge too big to solve' is still a company-wide value by which it lives and breathes.

Offering world-class support to global brands, as they expand into new territories or grow at home, the company prospered, and it's belief that the best results come from a family relationship has made it a byword in many boardrooms. One of Gerry's colleagues confides that recently over the holiday period a Fortune 500 client's telephone answer message was both short and very much to the point. It said, with some confidence, 'Any problems contact Gerry Walsh!' It's hard to ask for a better recommendation in an industry where judgements are almost always critical.

I visited Gerry and the deputy managing director Laurie Chalmers in one of their premises in Dublin. Here the company has what virtually amounts to a campus, occupying all the buildings with the 15-strong design team in one, 12 project managers and their teams in another and so on.

Dynamic works on roughly 8,000 store launches a year, spread across all seven continents, a challenge for any company. 'It gives our team a real buzz that we literally work across the globe,' says Gerry, 'after all, who would not look forward to working in Melbourne for a few weeks on a new flagship store, or in Moscow or Paris or LA?'

Overcoming language barriers, which for most companies working in a host of different countries would be a tough challenge has, typically, been taken in Dynamic's stride. It believes in employing first language speakers, so, in Dublin alone it has Catalan, Russian, French, German, Spanish, Italian and Chinese, and in London it can count another five languages. It really helps when you are perhaps negotiating a difficult planning consent in Barcelona that your project manager actually speaks Catalan and not Spanish. Walsh says some companies find the language challenge a real

body blow when working in so many territories but their team is very pragmatic at Dynamic - if language is a challenge why not make sure the company speaks the world's major languages and the problem goes away!

We have two hours together and then Gerry is off again, this time to Paris to check on a new store opening for an epitome British fashion label. He is loathe to identify the brand name even when pressed. 'I truly can't tell you as we are bound by NDA's on most of our work.'

Luckily, before he goes, we get a chance to make a fleeting visit to Dynamic's Academy, a multiple warehouse sized facility, where the company has so far trained shopfitters from no less than 27 different countries to work to the company's exacting standards. 'We have clients that demand millimetre perfect installation,' says Keith Howell, retail academy site manager. 'and I think that's exactly how it should be. After all, how can you ever live up to the customers' desire to see a shop as a place of excitement or theatre if it's not achieving standards that far exceed anything you are likely to achieve in your own home. I like to think that we are raising standards for the whole industry through the work we are doing in a facility like this. They say a rising tide raises all ships - I'd like to think that we are that tide.'

The facility, and all the hard work it took to establish it, obviously fills Gerry with pride. 'We have been involved in the construction of some fantastic stores you know - on the high street, in malls, shopping centres and airports,' he says. 'It's great to walk down a major high street and say we did that, and that and that!'

So, what exactly makes Dynamic such a runaway success? Is it possible to sum it up? Gerry pauses for thought. 'Our local crews, managed by our field and site managers, deliver top quality builds within tight deadlines. We always do it, on time and on budget, no excuses. That's the reason clients stay with us a long time, and why we are still working with our first client! We are a one-stop solution for everything from design and on-site management, to construction and installation services and, most importantly, everything is handled through a single point of contact. Quite simply, whether you are launching one store or one thousand, we take the headaches out of launching and maintaining stores and the pain out of growing - it's that simple.'

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