

Jonathan Marsh



Jonathan is CEO of SteelToe Consulting LLC, a firm that specializes in helping construction companies integrate and implement modern construction technology and work flows to improve and streamline their businesses. Jonathan is the former CTO of Wm. T. Spaeder Company, a mechanical contractor in Northwest PA, where he headed up IT, virtual design & construction, and engineering. Jonathan has over two decades of experience in the AEC industry. He has an extensive background in MEP construction processes and engineering, along with a deep knowledge of IT and technology solutions both inside and outside the construction space. While at Spaeder, he championed technology adoption, modular fabrication, BIM, and the advantages of using progressive technological approaches to project and company challenges.

Jonathan's early career was spent in residential home design, land survey and teaching before entering the AEC industry where he spent a decade as an IT administrator and MEP designer for H.F. Lenz Company consulting engineers. While at H.F. Lenz, he specialized in healthcare and education markets. In 2007, Jonathan pivoted his career to construction where he focused on implementing BIM and construction technologies to provide for better job coordination, building information, and off-site fabrication. He has used his background in engineering to lead coordination and design-assist projects across a large scope of the industry, including commercial, educational, healthcare, industrial refining, large manufacturing, sewage, and wastewater. Through all of these projects, he has remained focused on modular and lean design concepts that leverage available technologies for increased automation and off-site manufacturing.

Jonathan has a deep understanding of the processes and procedures needed for successful technology adoption and has a track record of successful technology implementations in areas such as reality capture, digital layout, mobile / MDM, virtual reality, fabrication technologies, and cloud collaboration.

Jonathan serves on the MCAA technology committee and both teaches and speaks at industry events about the advantages of using progressive technological approaches to project and company challenges.