



## Founder and CEO Jim Andrews

### SubHQ Flagship Offering:

SaaS based, subcontractor focused project management software

### SubHQ features:

- Change management
- Time tracking
- Safety and quality compliance
- Equipment and tool tracking
- Personnel management
- Report creation and review across project functions

### Website:

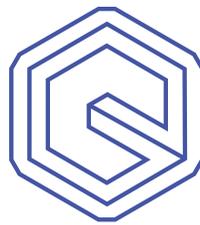
<https://subhq.app>

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SUBHQ

**“SOLUTIONS BUILT FOR SUBCONTRACTORS BY SUBCONTRACTORS”**

## Executive Summary

SubHQ is a field-friendly-first project management software built specifically for specialty subcontractors. SubHQ empowers labor-driven subcontractors to take control of their companies by enabling field-friendly data collection and processing of daily real-time field data, creating information workflows that provide streamlined project management.

## SubHQ Origins:

SubHQ emerged as a solution to address the pain-points felt by Pacific Northwest-based steel erector American Ironworks & Erectors (AIE). After finding that nothing met the unique needs of AIE's labor-driven workforce, Jim Andrews--owner and CEO of AIE--began developing his own project management tool, which eventually became known as SubHQ.

## Q+A with SubHQ's CEO, Jim Andrews

### What is it about SubHQ technology that deserves attention in the industry?

If the field team cannot use it intuitively and effectively, then technology will always be difficult to adopt. This is what drove me to develop SubHQ with a focus on field integration and ease of use for the workers on the ground.

### What makes you most excited about being in your role, leading the company and delivering your technology to the built environment?

The upside of being in a “fragmented” industry is that technology adoption possibilities for new solutions are endless. This creates an environment for developing effective solutions for in-field adoption that were once reserved for broader industry markets but can now be highly specialized and can be applied in niche markets such as the subcontractor market.

### What advice do you have for executive leaders of design or construction firms that may be reluctant to consider adding solutions to, or possibly replacing large components of their technology stack?

I would encourage construction executives to be open to change but stay committed to their values. Every company is different, every company culture is different, and CEOs need to identify the things that have made them successful, and then find tools that are going to enhance these natural strengths to bring out the best in their company and their people. You want to find technology that is going to serve you; not technology you have to serve.