

Reading welcomes design firm

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John Vetere looks out of the window of his new office overlooking Main Street.

“Look at that!” he said, surveying the view, which includes Harrows Chicken Pies and Calareso’s Farm Stand. “That’s really nice.”

Moving his business, Strategic Designworks, from Natick to Reading wasn’t a tough decision to make, said Vetere, the president, CEO and co-owner of the company.

“We were in an office park and the traffic was horrendous,” he said. “I prefer this kind of environment.”

The business is brand new to town, so new in fact, that unpacked boxes still crowd Vetere’s office.

“I really like this community,” he said. “I’m looking forward to investigating the Chamber (of Commerce.)

Vice president William McElhiney, a local resident for 24 years, encouraged the move, Vetere said.

Strategic Designworks is a consultancy firm that provides design services including architecture, interior design, project management, and also marketing, merchandising, and branding.

“Lots of folks can draw lines, but asking the right questions is important too,” he said. “We ask clients why they are growing, should they be growing, what problems do they want to solve, before we put a line to paper.”

Strategic Designworks is primarily known for their work in the financial services industry, designing banks throughout New England.

While the current economic downturn has impacted the financial industry, Vetere said some clients are now “putting their toes back in the water,” and exploring new business opportunities.

“We have one client who understands that the economy will come back, and they know it is a great time to build. It is a brilliant strategy,” he said.

Prior to joining Strategic Designworks, Vetere was president of Strategic Management Services, based out of Andover and Lawrence. He is also an adjunct professor in the Frank Sawyer School of Management at Suffolk University, teaching courses in the undergraduate, graduate and executive MBA programs. He holds an undergraduate engineering degree and an MBA from Suffolk. He and his wife of 14 years, Marianne, live in Andover with their four sons.