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## **Xella International's BIM specialist to speak at BIMobject® LIVE in San Francisco**

**After his appreciated participation at BIMobject LIVE in Milan, BIMobject® welcomes Xella International's popular BIM specialist, Markus Hesse once more as a speaker, this time at BIMobject LIVE in San Francisco.**

Since 2014, Markus Hesse has been in charge of the International Product Management at Xella International in Duisburg, Germany. With his international team of product managers, he is responsible for the worldwide implementation of BIM in the company for 2 years. Hesse attended the Civil Engineering Programs at the Technische Hochschule in Aachen with distinction as well as at the University of Birmingham. He has been working for the Xella Group in different positions since 1998, he has been focusing mainly on Product Management since 2006.

The Xella Group is an international manufacturer of building materials with over 90 plants in 20 countries. In North America, Xella runs its business with the well-known brand Hebel for autoclaved aerated concrete. Other, mainly in Europe, leading brands in Xella's portfolio are Ytong, Fermacell, Aestuver and Multipor.

*"BIM is the opportunity to make traditional building processes much more efficient than before. The life cycle of data management allows better working performances in all levels from design until the demolition of a building. With centralized data structures, manufactures can handle the requirements of building processes easily and every time up-to date. Even the internal processes can be managed with less change management efforts, so we deeply believe, that BIM helps us perform better and better each day. The innovative solution of BIMobject fits our approach to be an international innovative company, which supports all our customers in the best way in daily work", says Markus Hesse.*

BIMobject is proud to have Markus Hesse participate at BIMobject LIVE in San Francisco. Hesse will share his experiences regarding the BIM implementation program at Xella, as well as his thoughts on the ongoing changes and challenges in the construction industry from a manufacturer's perspective.

Find more information and sign up for BIMobject LIVE in San Francisco:

<http://bimobject.com/live-us/>

See videos from previous BIMobject LIVE events:

[BIMobject LIVE in Milan](#)

For information about Xella Group:

[http://www.xella.com/index\\_en.php](http://www.xella.com/index_en.php)