Dr Max Mallia-Parfitt

PhD MRes BSc MIET MIEEE

Experienced Engineering Manager,
Senior Software Development
Consultant, Innovator of Industrial
Virtual Reality Systems, and Chair of
Technology for COMIT.org.uk (NGO)

Contact Details

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Current Professional Roles

AECO Engineering Manager EMEA, Unity

Chair of Technology, COMIT.org.uk
(NGO), since September 2018

Experience

19 Years C# & OO Programming
16 Years Virtual Reality Development
11 Years Unity3D Development
9 Years in the Construction Sector
7 Years Robotics Development
Professional Public Speaker
Experienced Higher Education Lecturer

References

Steve Tate, Accelerate Solutions Studio
Leader - EMEA, Unity
steve.tate@unity3d.com

Sven Boesen, Global AECO Director,
Project Program Management, Unity
sven.boesen@uniy3d.com

Ben Haldin, MD - Fulcro Services Ltd
benh@fulcro.co.uk
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Profile

I am an experienced product innovator with team leadership capability and have built a career based on my foundations in computer science, specialising in the use of VR, AR, and MR in the Construction sector. Over the past 10-years I have developed a detailed understanding of current industry challenges around software development, deployment, commissioning and utilisation of Digital Twins, IoT, and Blockchain tools. My passion for systems engineering, developed through a love of robotics and embedded electronics, help me lead agile R&D teams that deliver tangible and repeatable tools that create client ROI (Return on Investment).

I have worked with major infrastructure projects across the UK, including Crossrail, the Thames Tideway Tunnel Project and HS2, which has given me the chance to engage with academic and industrial programs to educate the next generation of engineers. As a 'resource investigator' I can effectively translate client requirements into deliverable agile user stories, along with resource scoping to enable effective project delivery, consistently delivering visualisation and AI tools for clients and contractors, with clients globally.

My namesake technology, the FULmax range of VR tools (www.FULmax.co.uk), enables teams to stand at life-size inside 3D datasets without head mounted displays for extreme collaboration. I have demonstrated this capability to global technology leaders and Royalty, with high profile speaking sessions at global shows including the Unity for Humanities Summit, Autodesk University, Bentley Year in Infrastructure, Digital Construction Week, and Future Build where I have also taken part in product launches like Unity Reflect.

My immersive VR work won the coveted CIOB Innovation & Research Award in 2014, with several international awards being won utilising my FULmaxOS code based on the Unity3D Engine. I worked with Microsoft Research in 2016 to develop new AECO applications for the HoloLens, and presented the application and use cases for clients at the Unity Unite conference in 2017.

My role as Chair of Technology for the COMIT NGO enables me to maintain a rich network of industry specialists, innovators, technology providers, and clients, and allows me to foster industry collaboration and innovation. I am an active 'Thought Leader' who is always happy to talk tech, discuss challenges and 'geek out' when possible. I use platforms including, LinkedIn, and YouTube, and have applied to become a TEDx speaker.

Recent Employment History

I am an Engineering Manager for the AECO Industrial Team within Accelerate Solutions at Unity, covering the EMEA territory, where I provide technical leadership for client project delivery. Under my leadership we have grown our market presence in the AECO sector and have built repeatable products for mass market deployment globally, aligned with current industry standards like ISO19650, ISO27001 and the developing UK National Digital Twin frameworks.

My previous role as Director of Applied Technologies at Fulcro Engineering Services, lead a team that developed and globally shipped VR hardware, AI tools and IoT visualisations. The FULmax technology, my namesake, is currently distributed across three continents and is on track to deliver £1.5m of business annually when I moved onto my most recent role at Unity.

I currently hold the Chair of Technology position at COMIT Projects Ltd (Construction, Operations & Maintenance Innovation through Technology), since September 2018. COMIT is run as an NGO and special interest community with membership including Construction Contractors, SME's, Clients and Technology providers all working together to build better capability and knowledge within the construction sector. This enables members to respond rapidly to disruptive events such as COVID to assist companies in technology adoption and upskilling workforces with digital tools.

Research Fellow, Design Innovation Research Centre, School of Construction Management and Engineering, University of Reading, July 2013 to June 2015, supervised by Prof. Jennifer Whyte

Lecturer in the School of Systems Engineering, University of Reading, October 2011 to June 2015 specialising in Virtual Reality, Robotics, Computer Science and Electronics Engineering

Education

2008 – 2013   PhD in Computer Science – Estimation of Magnet Separation for Magnetic Suspension Applications for Medium Sized Space Rovers, School of Systems Engineering, Reading, UK, supervised by Professor William Harwin

2007 – 2008   Masters of Research – E.I.S, Modular Robotics Development, University of Reading (Distinction), School of Systems Engineering, Reading, UK, supervised by Dr Gerard McKee

2004 – 2007   BSc Computer Science & Cybernetics, University of Reading (2:1), School of Systems Engineering, Reading, UK, personal tutor Dr X. Hong

Professional Memberships and Other Achievements

The Institute of Engineering and Technology (MIET)

IEEE Member & IEEE Robotics and Automation Society Membership

Queen Scouts Award, Chief Scouts Award and Chief Scouts Challenge

Jubilee Sailing Trust Charity, volunteer Bosun's Mate, enabling disabled people to sail pirate ships!