

## [The Prefab Queen: One Woman's Quest to Transform Construction](#)

Change can be difficult, but if you look at it from a growth perspective you will see that the risks that come with change are nothing compared to what you can gain. Prefabrication is being rapidly adopted across Construction and presents lots of profit opportunities for contractors who are willing to learn.

In this week's Construction Genius podcast episode I talk with Amy Marks. She is the Head of Industrialized Construction Strategy and Evangelism at Autodesk, but is better known in the industry as the Queen of Prefab. She gives valuable insights on why there is limited awareness of the prefab revolution that's happening, the barriers of the adoption of prefabrication, how to overcome the project mindset to move up the learning ladder, and a lot more.

This is an interview that will open your mind to what change in this industry looks like and why you should adapt now.

### **What's Discussed in This Episode:**

1. How Amy became known as the 'Queen of Prefab'
2. Amy's transition from Xsite Modular to Autodesk
3. Why there's a limited awareness of the industrial revolution that's happening
4. How companies struggle to pitch prefab to owners for better understanding
5. Barriers of the adoption of prefabrication to the AEC industry
6. Educating on how to integrate prefab and how it might affect designs upfront
7. Why making money should not get in the way of integrating prefab
8. The need to upgrade your skill set to integrate prefabrication
9. Reason why a disruption in the construction industry has not happened yet
10. Overcoming the project mindset to move up the learning ladder
11. What the industry will look like 5-10 years from now
12. How Autodesk is positioned to help those in construction scale
13. Where to find the resources to begin educating yourself
14. The government's role in driving prefabrication
15. Actions GC's and SC's can take to become more part of the AC ecosystem

Tune in to this episode.

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