

ROB DEPP

Vice President of Client Development

As Vice President of Client Development at Lockett & Farley, Rob Depp brings decades of experience leading business development, brand strategy, research, insights, and technology resources for global architecture and design initiatives. Known for his strategic perspective and deep understanding of the A/E/I industry, Rob drives a relentless client- and market-focused approach across the organization. He plays a key leadership role in shaping the firm's vision, aligning client value with business goals, and guiding enterprise-wide marketing and growth strategies.

Rob oversees all facets of client development, ensuring that teams across markets and disciplines are equipped to build strong relationships, anticipate client needs, and deliver exceptional service. He leads the development and refinement of firmwide business development processes, strengthens the capabilities of client-facing teams, and collaborates across the firm to support successful project pursuit and delivery. His leadership extends to the marketing team as well, ensuring that communication, brand presence, and market intelligence all work cohesively to elevate the firm's reputation and drive opportunity.

With a proven track record of driving revenue, expanding into new markets, and advancing organizational performance, Rob is recognized for his ability to blend creativity, analytical insight, and a passion for client engagement. He is committed to fostering a culture of collaboration, accountability, and professional growth within his teams. Outside of his internal leadership responsibilities, Rob represents Lockett & Farley in the community and industry, exemplifying the firm's values through integrity, partnership, and a forward-thinking approach to the future of design and the built environment.

