



February 3, 2021  
(Revised March 5, 2021)

## **Leading Parking Engineering and Architectural Firm Kicks Off 2021 with a New Leadership Team, a New Brand, and a New Name**

*TimHaahs rebrands as THA Consulting and industry veterans assume new leadership roles at firm.*

(PHILADELPHIA, PA) -- Timothy Haahs & Associates (TimHaahs) – a multi-disciplined engineering, architectural, and mobility consulting firm specializing in parking and mixed-use facilities – announced today the transition to a new leadership team and a company-wide rebranding as THA Consulting, Inc. (THA). The firm’s international and national portfolio includes thousands of projects in which it has provided planning, design, engineering, consulting, and restoration services related to parking and mixed-use facilities.

The new leadership team of THA Consulting features industry veterans with extensive experience on a wide range of projects for the firm’s clients. Chief Executive Officer Todd J. Helmer, P.E., who has been with the firm for 25 years, will be responsible for the company’s overall vision and strategic direction, client relationships, and overall corporate operations. President James M. Zullo, AICP, will oversee business development, marketing, and study services. Zullo, who has been with the company for 13 years and managed its New Jersey operations, will continue to serve as section leader for transit-oriented development. As part of the leadership changes, Janice Haahs, MBA, will serve as the firm’s Executive Chairman and Chief Financial Officer. Being a Founder and having served as CFO for 26 years, Janice will be responsible for day-to-day business operation and financial management. These leadership changes – and the rebranding – follow the December retirement of Timothy Haahs, the company’s founder, President, and CEO.

“Our team members have always placed a strong emphasis on understanding the specific needs and goals of each of our clients,” said Todd Helmer. “This rebranding reflects the evolution and growth of our firm, as well as our continued commitment to delivering creative, innovative parking solutions while providing exceptional client services. Our experienced team at THA Consulting makes us uniquely positioned to continue to serve our clients through the transformative changes and increased focus on sustainability that are reshaping the industry. We are all excited for what the future holds for our firm.”

As part of its rebranding, the company is transitioning to a new website, [www.tha-consulting.com](http://www.tha-consulting.com), adopting a new logo, and making changes to its social media channels.

“The expertise of our management team has been honed through extensive hands-on experience tackling unique and complex issues associated with parking and mixed-use facilities, and through a commitment to client service and responsiveness,” said Jim Zullo. “While our company’s name is changing, we are the same dedicated team of professionals with extensive experience in the unique and complex issues associated with parking planning, consulting, and the design of parking and mixed-use facilities.”

Founded in 1994, THA Consulting is headquartered in suburban Philadelphia in Blue Bell, Pennsylvania. The firm also has regional offices in Atlanta, GA; New Brunswick, NJ; and Miami, FL. THA has played a vital role in planning and developing stand-alone and integrated parking facilities for a [diverse range of transformative, award-winning parking and mixed-use projects for clients](#) in the corporate, government, healthcare, higher education, development/construction, and transit sectors.

### **About Janice Haahs, Executive Chairman and CFO**

Janice Haahs has been an integral part of the growth of THA Consulting since its inception 26 years ago. Over the years, she has helped to shape the core values of the company that places a strong focus not just on the success of specific projects, but also the success of each customer. She believes an essential component of the company's success is its personnel, which is why she works to provide each employee with the resources they need to reach their full potential, both professionally and personally. Janice is an officer for the Seoul National University Alumni Association in the USA and a past member of the Pennsylvania Commission for Women. She earned her Master's in Business Administration from Drexel University.

### **About Todd Helmer, CEO**

Todd Helmer has more than 30 years of experience in the field of engineering and architecture, including 25 years specializing in the planning, design, and restoration of mixed-use parking structures. Helmer's expertise has focused on parking planning and the functional aspects of mixed-use parking structures for higher education, healthcare, and other market sectors. Helmer earned his Bachelor of Civil Engineering from The Georgia Institute of Technology and is currently licensed in twelve states. Helmer has served as Principal in Charge for a number of the firm's award-winning projects throughout the country.

### **About James M. Zullo, President**

Jim Zullo's unique private, and public sector background in the parking and real estate industry has proven to be a major asset for many clients. Prior to joining the firm in 2008, Jim served as Senior Director of Real Estate for New Jersey Transit, Vice President of the New Brunswick Development Corporation, and Executive Director of the New Brunswick Parking Authority (NBPA). Jim earned his BA from Tulane University and his Masters in City and Regional Planning (MCRP) from Rutgers University. He is also a Certified Planner (AICP), a Certified Administrator of Public Parking (CAPP), and a LEED Accredited Professional (LEED AP).

### **About THA Consulting**

THA Consulting (formerly doing business as TimHaahs) is a multi-disciplined engineering, architectural, and parking and mobility consulting firm that understands the important role parking plays in development. The company specializes in the planning, design, and restoration of parking and mixed-use facilities, as well as parking master planning and consulting. For additional information, please visit [www.tha-consulting.com](http://www.tha-consulting.com).

