



# COLETTE BASHIR

POSITION APPLIED FOR: **ASSOCIATE DIRECTOR**

## PROFILE

COMPANY:

**Aktion Associates Inc**

JOB TITLE:

**CRE Director of Services**

TUG MEMBER TYPE:

**Associate Member**

Have You Served on the TUG Board of Directors in the Past: **No**

## TUG INVOLVEMENT

- Involved with TUG since 2004 with more than 20 years of continuous engagement
- Previously served as Financial Director for a large construction company and regularly brought my finance team to TUG meetings and National Conferences
- Previously hosted TUG local events
- After transitioning into construction consulting, I continued to meet with customers, understand business needs, and stay closely connected to the Sage ecosystem
- Many of the consultants I've worked with remain active TUG session leaders today, which speaks to the strong professional community and long-standing relationships built through TUG

## WHAT DO YOU VALUE IN BEING A MEMBER OF TUG?

Being a long-standing TUG member matters because it lets me give back to the industry that shaped my career. TUG gathers professionals who challenge assumptions, share real-world experience, and drive smarter, more innovative practices. Engagement keeps me close to contractors' issues and ahead of trends in construction technology and financial operations. I bring both Financial Director and consulting experience, offering practical insight while shaping forward-looking solutions. Above all, TUG is more than a forum—it's a community that sparks meaningful change and continuous improvement for Sage users, reflecting my commitment to stewardship, collaboration, and higher industry standards.

## WHAT DO YOU SEE AS THE MOST IMPORTANT GOAL THAT TUG NEEDS TO STRIVE FOR?

The top goal for TUG is to strengthen its role of being the central resource that helps Sage construction and real estate users get maximum value from their software ecosystem. Across platforms, users need a place to learn, compare approaches, and track industry and technology change. TUG can advance its mission by expanding education, deepening technical content, and creating more peer-learning opportunities. As firms adopt cloud, automation, and integrated workflows, users need guidance tying capabilities to real workflows, compliance, and strategy. With many in hybrid transitions, TUG's cross-product expertise and volunteer, experience-driven model keep members supported and connected. Building a future-ready community must stay priority.

## WHY WOULD YOU BE A GOOD LEADER WITHIN THE TUG ORGANIZATION?

I'd be a strong TUG leader because I understand the Sage construction ecosystem and its users. I've used Sage across the project lifecycle, giving me firsthand insight into challenges and opportunities. As Director of Services, I help customers enhance platforms or move to Sage Intacct Construction, aligning technical and organizational factors for successful adoption. This dual perspective—end-user experience and service leadership—bridges customer needs, consultant delivery, and TUG's mission. With cross-platform knowledge, I know how users learn, where they struggle, and what helps. My leadership centers on empowering teams, improving processes, and expanding TUG's impact for future Sage users.