



I support professional services firms with strategic business development and marketing consulting services. I engage with a limited number of clients due to the depth, duration, and complexities in marketing and selling professional services. Services include both client-facing and behind-the-scenes efforts.

CLIENTS

Fanelli McClain, DC
Carlyn & Company, DC
Bailey Edward Architects, Chicago
Kouzmanoff Bainton Architects, NY
Site Solutions, Atlanta
MSTSD Architects, Atlanta
H2 EcoDesign, Atlanta
DVPE, Indianapolis
Bonstra Haresign Architects, DC
Hodge Structural, Evansville
Morton Solar, Evansville

SERVICES

- business development strategy
- marketing strategy
- implementation
- positioning
- branding
- project management
- market research
- lead generation & client care programs

CASE STUDY EXAMPLES / IMPACT

Kouzmanoff Bainton – New York Architecture Firm

Directing Business Development & Marketing – September 2013 – Current

New repeat / retainer work with multiple universities and religious institutions.
New work with project management and commercial office brokers.
Increased architectural staff hires due to new work.
Developed & executing annual marketing plan, increasing top of mind awareness.

MSTSD – Atlanta Architecture Firm

Directing Business Development & Marketing – April 2014 – August 2016

Developed & executing annual marketing plan, increasing top of mind awareness.
New retainer work with national and local developers.
New work with multiple university clients.
Increased work in retail, cultural, higher education, office, and medical office.
Firm has added staff due to growth.

Fanelli McClain – DC Interior Architecture Firm

Directing Business Development & Marketing – August 2014 – Current

Developed & executing annual marketing plan, tracking metrics, increased ROI.
New retainer work with large corporate clients.
New work with project management and commercial brokerage firms.
Increased interview and RFP opportunities.
Firm currently adding more staff due to growth.

Hodge Structural Engineers – National Structural Engineering Firm

Developed Marketing & Business Development Strategy – July 2015 – Current

Developed and Implementing annual marketing and business development plan.
New work with universities, tower owners, building owners, and architects.

Bailey Edward – Chicago Architecture & Engineering Firm

Developed / Executed Business Development Program – January 2014 – December 2015

Coached firm on developing relationships with universities and major research companies.

PRIOR PROFESSIONAL WORK HISTORY

ASD, Inc. – national multidisciplinary design firm

National Director of Business Development

Oct 2006 – June 2011

VPS Architecture – midwest architecture firm

Director of Marketing

January 2004 – September 2006

Bohlin Cywinski Jackson – national architecture firm

West Coast Marketing Manager

June 2002- December 2004

TVS Design – international architecture firm

Media & Public Relations

January 2000 – June 2002

RECOMMENDATIONS

“Amy’s “tender tenacity” is a true strength. She offers high level professionalism and great marketing advice, particularly related to “positioning.” Her deep past experience in business development for major architecture firms gives her great insight into the profession.” **David Haresign, Partner, Bonstra Haresign Architects**

“Always very organized, timely, and creative, Amy has a knack for being able to recognize the uniqueness of our work and identify how we could help our clients.”
Tom Durkin, President, DVPE

“Amy is highly responsive, creative, smart, and works to raise the bar in every project she involves herself with.”
Holley Henderson, CEO, H2 Ecodesign

“I admire the way Amy thoughtfully approaches her work and builds relationships across diverse groups of people.” **Amy Bixler, Former Marketing Manager, Bohlin Cywinski Jackson**

“Amy streamlined our marketing efforts, reducing our marketing expenses while increasing the impact, honed our interview skills, and provided a level of enthusiasm that bled through our whole organization.” **Sarah Schuler, Partner, VPS Architecture**

“Amy is energetic, passionate, and committed. If you want to light a fire, then hire Amy! She understands how important marketing is to any organization and she knows what strategies really work.” **Mike Shoulders, Former CEO, VPS Architecture**

“Amy led our leadership team and initiated a detailed analysis of marketing productivity. Results: significant improvements in interview success rates and more commissions with significant decreases in marketing costs. It just doesn’t get any better than that!” **Bill Brown, Former Partner, VPS Architecture**