The SMPS Seattle Nominations & Elections Committee is pleased to present for SMPS Seattle chapter's members' approval the 2019/2020 Slate of Officers for the SMPS Seattle Chapter Board of Directors.

SMPS is most effective when it represents its members well. Each candidate is impressively qualified and committed to serving our members and the chapter. On the following pages, we have included biographies for all candidates along with their visions for their positions this coming year. Once you have reviewed the candidates, please click here to vote to approve or reject this slate of candidates.

Your vote counts! We need a certain percentage of members to approve this slate of candidates to move forward. Please take 30 seconds to vote! Voting concludes July 10.

Once approved, this 2019/2020 Board of Directors will begin preparing for the 2019/2020SMPS year, which begins September 2019. They will be introduced at the 2019/2020 Annual Kick-Off event in mid-September (stay tuned for details!).

Each committee relies on member participation for a successful year. Volunteering is a great way to expand your professional network and promote your firm to other A/E/C professionals. If you are interested in any of the committees, please contact the appropriate director and/or attend the SMPS Seattle 2019/2020 Annual Kick-Off to get signed up.

Keep Reading to Meet the 2019/2020 Slate of Officers

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Heidi Maki | President

Associate Principal - Marketing & BD | Swenson Say Faget

Time sure flies. It seems like just yesterday I wrote my nominations statement for President-Elect! As stated last year, I'm so honored to be following in the footsteps of some amazing recent presidents: Carly Schaefer, Sandy Chapin, Jessica Biel, Amy Matsumoto, Amanda Erickson, Amy Pugh and Erin Hatch! I have served on the board with each of these remarkable people. Through their leadership, and with the help of dozens of Chapter volunteers, SMPS Seattle has grown from hovering around 200 members when I started in 2013, to over 300 members! Last fall we became the largest SMPS Chapter and we are still the top dog!

Every year I look forward to the annual board retreat in August. This is when we dig into the survey results and focus group responses and identify specific goals to (continue to) provide outstanding educational and networking opportunities for SMPS Seattle. I'm so grateful to the board members who are continuing to serve next year - Erin, Maggie, Melanie, and Kristy, and for all the fresh faces who are joining us - Deneise, Jessica, Karen, Liz, Megan, and Ranjana. It's going to be fun to see what fabulous ideas rise to the top!



Melanie Cochrun, CPSM | President-Elect

Director of Marketing & Communications | GLY Construction

I started my A/E/C career in 1999 at GLY working as a project administrator on healthcare projects. When an opportunity arose to join the marketing department, I jumped and never looked back! My current role as Director of Marketing and Communications draws on my verbal, writing, and public speaking skills, and ability to think strategically and manage a team. I became an SMPS member in 2004, and a CPSM in 2012. Along the way, I've had the pleasure of serving as a roundtable facilitator, new member ambassador, committee member, and for the last two years, Director of Education. Today, in preparing for the start of a three-year commitment, I write with a double challenge: to myself and the incoming board, and to SMPS Seattle members everywhere. As our built environment continues booming, let's keep learning, building more leaders, and advancing the value of marketing in the industry and in the success of our firms. We get to decide where we go from here. Staying active and involved in this organization that has been an invaluable source of knowledge, education, and camaraderie is truly an honor. I'm filled with gratitude and excitement for what's next!

Thank you.



Erin Hatch | Past President

Senior Associate, Marketing Director | Weber Thompson

This year has been a wild ride and I can't believe it's coming to a close! From day one I have been humbled and honored to lead this amazing group.

My theme for the year amongst the board was 'ship shape and smooth sailing' because Amy Pugh and the previous board had established many great processes and tools to set our chapter up for success, and this year was all about maintenance. Little did I know, we would take that theme further by implementing many digital tools to streamline our operations. We kicked off a digital submission process for the Reign Awards, are soon to transfer other chapter applications to online platforms, and have begun using digital check in at our events.

We were fortunate to have many great speakers this year at our educational programs, and some really strong member engagement efforts. We are mid-way through our second year of the mentorship program, and our CPSM training program has helped five members earn their certification! We're well on our way to meeting many of our chapter's strategic goals, and we continue to hold the title of largest chapter in the country at 300+ members!

While my year as President it coming to a close, there's lots I plan to stay involved with as Past President. I will serve as an advisor to Heidi and the rest of the board, and will work closely with them to submit chapter reports and awards applications, to get our chapter the recognition we deserve! I will lead the board nominations process next year, and continue to ensure that our newly implemented digital tools are functioning properly.

I am incredibly grateful to the entire Board of Directors, our dozens of chapter volunteers, and all of you - our members - for making this a wonderful year. Thank you for giving me the opportunity to serve you! I look forward to seeing what we can accomplish together in the years to come.



Megan Bergstrom | Secretary

Marketing Manager | PCS Structural Solutions

I began my career in the A/E/C industry in 2015 and soon found my niche as a marketer at PCS Structural Solutions. As a lifelong creative with a background in writing and music performance, I deeply enjoy expanding my graphic design skills, elevating my firm's marketing collateral, and promoting my colleagues' structural engineering expertise and leadership. I am constantly looking for ways to increase efficiency, connect with the bigger picture, and keep improving processes, documents, and skills.

In my current role as Marketing Manager at PCS Structural Solutions, I advise and support my firm's leadership in marketing and business development opportunities; lead weekly meetings to strategize project pursuits; and oversee the firm's proposal coordination, website and social media management, graphic design, and collateral generation.

I joined SMPS Seattle in 2016 and have been active on the Marketing Committee as the PR Chair over the last two years. By joining the 2019-2020 board as Secretary, I hope to have a positive impact in supporting SMPS Seattle's activities while giving back to a community that has powerfully influenced my career development. I plan to bring my excitement for professional services marketing, keen eye for detail, and adept organizational skills to the board in support of this year's amazing leadership.



Maggie Moon | Treasurer

Business Development Manager | Glosten

I am honored to continue to serve on the SMPS Seattle Chapter board as Treasurer. For those that don't know, the Treasurer's term is for two years. I now understand why! This past year has been quite the learning experience. Many thanks to the amazing Heidi Maki for her patience, wisdom, and support as I've transitioned into this role. In the role of Treasurer, I will continue to ensure that our chapter's finances are accurately and responsibly maintained.

When I'm not busy balancing the SMPS books, I am supporting Glosten as Business Development Manager. SMPS continues to be a great benefit to my firm and my professional development. I look forward to continuing to give back to this organization that has taught me so much over the past four years.



Karen Sullivan | Director of Education

Business Development Manager | Wood Harbinger

Naturally curious, I am passionate about continuing education and lifelong learning. I enjoy working with young professionals to develop their marketing and business development chops early in their careers. A firm believer that you're never too old to learn, I am committed to developing programming for seasoned marketers. I have been marketing professional services for over 15 years, working with contractors, lawyers, commercial real estate professionals and engineers. Currently, I lead Wood Harbinger's business development initiatives, researching industry trends, and identifying project and teaming opportunities. I work with young designers, and market leaders to gather client intelligence across multiple target markets, focus the business development efforts and inform the firm's marketing strategy.

I have an undergraduate degree in Marketing from the University of Florida, a MBA from the University of Tampa, and Certificates in Integrated Marketing Communications and Public Relations from the University of Washington.



Deneise Kopetzky | Director of Professional Development

Marketing Director | Sazan Group

My name is Deneise Kopetzky and I'm thrilled to be considered, once again, to serve SMPS Seattle in the newly formed Director of Professional Development position. I have 16 years' experience in the AEC industry, 13 of those in a Marketing/Business Development, as well as years of volunteer experience serving in a variety of roles and organizations. I'm excited to share my skills to help our chapter continue to be the largest and best in the country!

With a BA in Business Administration and minors in Finance and Economics I believe it's important for marketers to understand finance, operations, and the HR aspects of their firms, and how they all tie into marketing and the bottom line. Therefore, my goal as Director of Professional Development is to help our members step outside of the marketing box and expand their knowledge and expertise to further develop personally and professionally, while simultaneously contributing to the success of their firms.

While I somewhat accidentally fell into this industry, I've remained because I love the creative, intelligent, quirky and fun individuals I get to work with and beside every day! Additionally, I love that we get to shape our communities for the better.

In my downtime you can find me trying out a new recipe, camping in one of our awesome PNW parks, or spending time with my family. Thank you for considering me for this position.



Ranjana Sterling | Director of Special Events

Marketing Manager | Blueline

After moving to Seattle in 2014, I took a marketing position in a Commercial Real Estate firm as a means to pay my rent and immediately fell in love with the built environment. After making the leap over to the AEC industry three years ago, it was a mad dash to learn all about a new industry - reading industry reports, picking the brains of everyone from field supervisors to account executives, and a lot of time spent on Google search. I firmly believe that you will never know too much in this industry (and in life), and that you need to keep learning in order to do your job, your firm, and yourself justice.

I am the Marketing Manager at Blueline, where I recently helped manage and implement Blueline's new brand identity that transformed the previously dated look into something that attracts new candidates and does the firm's fun culture and great work justice. I love the all-hands-on-deck approach at Blueline and enjoy wearing many hats (accessories!) in my role.

I love to travel, especially to India (my birth country) where I was once chased by a cow on a mountain-side temple. I prefer my steaks medium rare.



Liz Wasson Coleman | Director of Membership

Marketing Director | Johnston Architects

Having worked for 15 years in the local A/E/C industry, I have spent my career supporting the operations and marketing of design, engineering, and construction firms in the Pacific Northwest. Holding a myriad of roles over the years, from Administrative Assistant to Business Development Director, I have a comprehensive understanding of the local A/E/C business environment, the Seattle entitlement and permitting process, public procurement requirements, sustainable initiatives and programs, project delivery methods, and the design and architectural vernacular of the region. My marketing experience includes multiple disciplines and market sectors, including multi-family and mixed-use projects, mid-rise and high-rise development, transit-oriented development, affordable and supportive housing, healthcare, senior living communities, education, community centers and park facilities, commercial workplace, and winery design and branding. I hold a BA in Arts & Literature from Antioch University and have been published in the Seattle Daily Journal of Commerce, Enumclaw Courier-Herald, Capitol Hill Seattle, Grapevine Magazine, and Northwest Wine Anthem. I recently started a new role as Marketing Director at Johnston Architects. I have been a member of SMPS since 2014, serving on the Membership Committee since fall 2018.



Jessica Congdon | Director of Marketing

Marketing Coordinator | Schuchart

I am a Marketing Coordinator with five years of experience in the A/E/C industry. At Schuchart, I coordinate proposals, company merchandise, client presentations, the company website, and project photography. I am a member of the Schuchart Giving Committee, assisting in organizing company fundraisers and volunteer opportunities. A true believer in teamwork, I am always willing to jump in and help when needed. I have served on the SMPS Seattle Marketing Committee for the three years and am looking forward to becoming more involved with SMPS.

If I'm not working, it is a sure bet I am out hiking, checking out a new Ballard restaurant, or planning my next travel adventure.



Kristy Alley | Senior Advisor

Principal, Marketing & BD, Health | Stantec

When creative, passionate, talented and motivated marketers come together it sparks ridiculously amazing results. SMPS first introduced this notion to me 20 years ago. I was new to the industry and eager to conquer the world. I quickly joined SMPS, a roundtable and became active on committees then eventually served on the board. I owe a lot of my success to those who embraced my curiosity and nurtured my drive to succeed.

It is with great enthusiasm that I join the board as the Senior Advisor for a second year. I am looking forward to working side-by-side with this year's incredible board of Directors to fulfill the mission of the organization and serve our membership at its highest level. As the Senior Advisor I will bring historic SMPS knowledge coupled with perspectives from additional AEC board positions. I will act as the SMPS Society Liaison with SMPS Headquarters, assist with scholarship reviews, help oversee our mentorship program, other special projects, and participate in board meetings, training, and strategic planning sessions.