The SMPS Seattle Nominations & Elections Committee is pleased to present the 2022/2023 Slate of Candidates 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 30% of the membership to approve this slate of candidates to move forward. Voting concludes June 22.

Once approved, this 2022/2023 Board of Directors will begin preparing for the upcoming SMPS year, which begins September 2022. They will be introduced at the 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 2022/2023 Annual Kick-Off to get signed up.

Keep Reading to Meet the 2022/2023 Slate of Candidates

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Jessica Congdon, CPSM (she/her) | President

Marketing Coordinator | DCI Engineers

Back in 2014, I was brand new to the industry, still learning what A/E/C even stood for. I joined SMPS not knowing what to expect or where the future would lead, but I knew I would learn a lot and make lifelong connections with my peers. Here we are eight years later, and I have served on a committee, held the Director of Marketing role, and am now gearing up to serve as your President. I couldn't be more excited to work side-by-side with the amazing slate of officers highlighted in the pages below. I have learned from many incredibly talented marketers, and without their leadership and support, I can't imagine being in this position today.

It is because of the support and encouragement that those leaders showed me that I am ready to follow in their footsteps to encourage and support our members to learn and grow as humans, marketers, and leaders. I look forward to continuing and supporting the efforts of the past 40 years to progress our chapter and provide the quality education and networking opportunities we have all come to depend on.

Over the last two years, SMPS Seattle made considerable strides in becoming a more inclusive organization. This includes amplifying the voices and experiences of our diverse membership through our blogs, social media, and programs. The Welcome Wagon was launched to connect with new members sooner, the CPSM study program now provides collaboration opportunities and connections with other chapters, our networking events incorporate new ways to give back to our community, and educational programs have become more diverse in their speakers and topics. Thanks to our DEI committee, we have partnered with a consultant who will help us discover and develop new guidelines and implement strategies to make our chapter a more inclusive place and give our diverse members a place where they feel safe and supported.

This is only a small sample of what SMPS Seattle has achieved in such a short period of time. The sky is the limit with how much we as a chapter can accomplish. I ask for your support and to hold us to our commitments. We are here for YOU, and we encourage you to get involved, attend an event, and give us your feedback and ideas because that is how we keep moving forward together.

Thank you! And I look forward to seeing you all at the Kick-Off in September!

With eight years in the A/E/C industry, Jessica has worked for both engineering and construction firms, expanding her knowledge of the industry and professional services marketing. She thrives in a collaborative atmosphere, and as a Marketing Coordinator with DCI Engineers, she is fortunate to be part of a large team implementing marketing initiatives for the company. As the marketing lead for the Seattle and Anchorage offices, Jessica supports project teams with marketing collateral, proposals, graphics, and event planning.



Ranjana Sterling (she/her) | President-Elect

Senior Communications Manager | Amazon

I am thrilled to serve on the SMPS Seattle Chapter Board for a fourth term and look forward to working alongside my colleagues as we look for ways to create value for our members. Throughout my tenure on the board, I have been incredibly humbled by the amount of work our volunteers put in to bring outstanding educational, professional development, and networking opportunities to our Chapter. Their willingness to constantly change obstacles into opportunities makes me proud to be a member of this Chapter!

SMPS programs and the connections I have made have helped me build my marketing, business development, and leadership skills while providing growth opportunities. SMPS is not just a resource; it's a huge part of my life, both professionally and personally. I want to help create that positive experience for all our members by taking this time to plug into more areas that make our Chapter work, connecting with committees to evaluate their needs, and supporting our amazing Chapter President.

I believe a strong leader can quickly assess needs, prioritize what needs to be done, organize and energize teams, delegate responsibilities, and follow up. However, we often overlook 'soft' leadership skills like patience, empathy, and deep listening. I pledge to always listen to our members as we move along in our journey to achieve sustainable change by fostering a culture that brings a deeper sense of belonging, removing barriers to accessing our programs and volunteer opportunities, and empowering our members with knowledge to drive real change.

As a Senior Communications Manager for the Worldwide Real Estate team at Amazon, Ranjana is responsible for driving a comprehensive program of communication initiatives across a global organization. She enjoys leveraging her verbal, written, and interpersonal communication skills, strong attention to detail, and the ability to work backward from sometimes ambiguous requirements to strategically design and execute high-risk and high-visibility communications.



Liz Wasson Coleman, CPSM (she/her) | Past President

Senior Associate and Marketing Director | Johnston Architects

It has been a privilege to serve as SMPS Seattle President and I am very proud of the strides our chapter has made in our 40th year – despite the challenges of a pandemic. With your commitment, we have established a DEI committee, secured a consultant to lead us through a DEI audit this fall, and with your vote, we will be adding a DEI Director to our board in the coming year. We continued to offer consistent, high-quality educational opportunities through virtual engagement and hope to bring you a mix of in-person and virtual learning opportunities in the coming year. And together we celebrated the Reign Awards and SMPS Seattle's 40th anniversary, in-person, this June. Last fall I invited all of you to "Come As You Are," and you did – and together we showed one another the very best of ourselves. As we move into the 2022/2023 year, it will be my honor to support our incoming President, Jessica Congdon, CPSM, and our incredible board, as we complete our three-year strategic plan. I look forward to seeing what we continue to accomplish together.

Liz has spent the past 18 years working in Pacific Northwest AEC firms, starting in administration and operations roles before transitioning to full time marketing in 2013, joining the SMPS Seattle board in 2019. She is a Senior Associate and the Marketing Director at Johnston Architects, a women-owned firm.



James Harmon, PhD, CPSM (he/him) | Secretary

Marketing Writer and Editor | HNTB

I am excited about this new opportunity to participate on the Board, to be a part of an extraordinary team, and to contribute to our chapter's ongoing success as your Secretary. Since joining SMPS, I have sought increasingly challenging ways to make the most of my membership — getting my CPSM certification during the pandemic and ultimately being honored as the 2021 Rising Star Award recipient.

I am also able to offer the Board both a queer and multiethnic perspective, supporting our ongoing efforts to create spaces of inclusivity. I am aware that I do not speak for all voices within the communities to which I belong, but I do recognize the opportunity I have to be a channel for those voices — promoting SMPS' mission to advance diversity, equity, and inclusion (DEI) through programs and events that empower and engage all communities.

As Secretary, I am eager to engage with each of you to improve the SMPS experience while also supporting the Board itself. I get to learn from the best — including President-Elect Ranjana Sterling. I am well aware of the enormous impact Ranjana had as our Secretary during the previous term, and that I have big shoes to fill!

James enjoys helping people express themselves in the best way possible to make their ideas shine. As a Marketing Writer and Editor at HNTB, he specializes in content editing, technical writing, and influential messaging of marketing collateral within the A/E/C sector.



Matt White (he/him) | Treasurer

Technical Marketing Engineer | Welsh Commissioning Group

The Seattle chapter of SMPS has been and continues to be an amazing resource for helping A/E/C marketers find their way. As someone without a marketing background who moved into the field – their resources – in programming, and in members – were invaluable to me.

Having an engineering background, I like to think of myself as a numbers guy. I have extensive experience in excel, and currently work dually in cost estimating, where I can forecast my firm's revenue by making educated predictions and help balance our costs. I have also been honored to be currently serving as the chair of our Treasurer Committee.

As your next treasurer, I am looking forward to the opportunity to give back – in the most meaningful way that I can – to the organization that has helped me so much. I want to work to ensure that our processes and procedures continue to improve and lay the foundation for many more successful years of SMPS – so that future marketers can also be a part of this amazing group.

After serving as a project manager for a few years, Matt moved over into a unique marketing role at Welsh Commissioning Group that combines preparing proposals with cost estimating. He enjoys the authenticity of articulating their service to clients as someone who worked in the field. Outside of work, he enjoys hiking, spending time with friends, and disc golfing!



Amanda Herzberg (she/her) | Director at Large: Education

Associate, Communications Manager | Cushing Terrell

I'm a learner, validated by Strengths Finder and evidenced in the way that I seek change and always ask "why." As the Education Committee Director, I hope to channel this thirst for knowledge into new and creative programming for local professionals, both within and outside of the SMPS community. In the short term, my goal is to bring thought leaders and subject matter experts from a wide range of industries and backgrounds to SMPS Seattle. Additionally, I aim to optimize the planning process with workflow improvements and collaborative communication tactics. Long term, I hope this position opens the door for future leadership opportunities (through SMPS and otherwise) and professional growth.

Amanda is a strategic communicator with experience building brands and shaping and executing high-value marketing communication campaigns. As Communications Manager and Associate at Cushing Terrell she leverages the power of storytelling, helping to shape content strategies and digital marketing efforts to create memorable, branded experiences. Thinking beyond conversion rates, Amanda focuses on articulating value and sharing stories with purpose.



Van Fusi (she/her) | Director at Large: DEI

Regional Marketing Manager | Säzän Group, Inc.

Diversity The presence of differences that may include race, gender, religion, sexual orientation, ethnicity, nationality, socioeconomic status, language, (dis)ability, age, religious commitment, or political perspective.

Equity Promoting justice, impartiality and fairness within the procedures, and distribution of resources by institutions or systems.

Inclusion An outcome that ensures diverse backgrounds and identities are welcomed. An outcome of inclusion is met when you, your institution, and your program are truly inviting to all. In an inclusive space, people of diverse backgrounds and identities feel empowered to contribute to decision-making processes and development opportunities.

The moment SMPS Seattle launched it's Diversity, Equity and Inclusion (DEI) committee, I knew I wanted to be a part of the change that was coming. We, as a collective group, will be relearning and advancing the principals that DEI stands to instill and protect. The definitions above describe policies and programs that promote empowerment of different groups of people, including those of different ages, races and ethnicities, abilities and disabilities, genders, religions, cultures and sexual orientations. We should all strive for a DEI world, but until everyone is on board, I will keep being a part of committees, groups, marches, and other efforts. This committee is important and one day, efforts from all groups striving towards this goal will come to fruition.

Experiences in my life have forged a want, desire, and drive to strive for a more diverse, equitable, and inclusive world. Thank you for the opportunity to be this upcoming 2023 Director of DEI.

Vannessa (Van) Fusi is the Regional Marketing Manager at Säzän Group, Inc. in Seattle and current co-chair of SMPS Seattle's newly-founded DEI Committee. She has 14 years of experience as a marketer with nearly a decade in the A/E/C industry. With a passion for marketing and a drive to lead in an ever-changing industry, Van is excited to continue learning from her fellow AEC marketers and building successful partnerships through SMPS.



Jackie Corley (she/her) | Director at Large: Special Events

Marketing and Proposals Manager | The Walsh Group

I am very excited to continue on the Board of Directors for a second term as the Director of Special Events. Over the past six years, I have had the privilege of learning from planning our annual Reign Awards + 40th Anniversary event and working some amazing Marketing professionals. This experience will serve as my guiding principles to lead upcoming events and work as a cohesive team. Moving back to in-person event structure will be an exciting twist to what was traditionally required. The Special Events committee is a group of dedicated and hard-working volunteers that will ensure networking opportunities continue while keeping health and safety top of mind. SMPS Seattle has been instrumental in my career as a Marketer. The education, network, and various resources are priceless, and I am privileged to be serving with such a strong leadership group.

In October 2015, Jackie joined The Walsh Group where she currently serves as the Marketing and Proposals Manager. Since joining SMPS in January 2016, her experience includes leading the Special Events Committee for one year, being a member of the SEC, co-chairing the Reign Awards, and participating in a Roundtable.



Mary Barnes (she/her) | Director at Large: Membership

Marketing and Communications Manager | GGLO

I started on quite a different career path when I landed in the AEC industry. As I worked my way into professional services marketing, I was excited to learn and experience the possibilities of this role. There is never a dull or boring day in marketing. I have always valued the education and connections that SMPS provides.

Since joining SMPS, I have attended several PRC's, joined roundtables, volunteered with the Special Events Committee and was co-chair of the Membership Committee's (former) Ambassador Program. Through these committees I made great friends, planned fun events to network with others, and connected with new members.

I am excited to be joining the 2022/2023 Board of Directors as the Director at Large for Membership. As we continue to adjust to the new normal, we are connecting differently with co-workers, peers, and community members. I want to focus our membership efforts to:

- create strong relationships for both virtually and in-person
- connect members with the resources or people for their success
- encourage community, industry, and professional organization members to participate in and join SMPS membership
- build outreach connections with local schools and further develop student membership benefits
- continue to grow our strong volunteer base
- create an inclusive membership group that reflects the diversity of our population

As the Marketing and Communications Manager for GGLO, Mary is part of a talented marketing team that supports their West Coast and Mountain West operations. Over the past 18 years, her work with architects, engineers, construction managers and contractors has provided her with a great perspective of how to collaborate and communicate with diverse audiences.



Stephanie Babb (she/her) | Director at Large: Marketing

Marketing Coordinator | Tri Star Team at RE/Max NW

2021/2022 has been an incredible year of SMPS!! From transitioning many of our events from virtual to in-person, to launching DEI initiatives throughout our marketing materials, and hosting the Reign Awards & 40th Anniversary Celebration, I've been so honored to lead the Marketing Committee through it all. But it really feels like we are just getting started!

For the 2022/2023 year, with the help of the DEI Committee (and newly appointed DEI Director), we will continue to make our marketing materials, language, and organization more inclusive. Together our committees initiated the celebration of diversity and honorary months, which we aim to expand in the coming year.

With the scope of the Marketing Committee continuing to expand, I hope to create more structure to the team to provide more volunteer opportunities and better support the other SMPS Seattle committees. We are also aiming to redevelop the website, which will be an exciting and challenging undertaking for the team! In the end, I hope to guide our committee to make SMPS Seattle more accessible and inclusive while we update resources for all our members. Thank you all for the opportunity to serve as the 2022/2023 Director of Marketing!

Having worked in A/E/C for over seven years, Stephanie recently joined the TRI STAR Team at RE/MAX NW, and leads the team's communications, digital and print marketing, collateral, and more! She has enjoyed the challenge of joining a team that utilizes marketing in different ways and transferring her proposal/graphic skills to an adjacent industry. Stephanie is the current Director at Large of the Marketing Committee for SMPS Seattle and looks forward to another year on the board.



Emily Walker (she/her) | Director at Large: Professional Development

Marketing Specialist | MG2

The Professional Development Committee has been pivotal to my growth as a marketer, and this year, I am honored to serve on the SMPS Seattle Board as Director of Professional Development. Serving on the committee for two years as Roundtable Chair, and as a Roundtable Facilitator for almost four, has given me an in-depth understanding of how this committee operates and where we need to take it to be successful and keep growing. Connecting people with resources to grow their networks, gain confidence in their skillsets, and earn credentials to further their careers are the areas I'm most excited to focus on. We can't wait to continue delivering SMPS programs you know and love, such as the Fellow's Forum, CPSM program, or the highly regarded Roundtable Program.

This year, we are excited to continue offering more in-person Professional Development events and continue adding to our Roundtable Program. There is something for everyone to enjoy from the Professional Development committee and we look forward to helping you find programs and resources to help you grow your career. Thank you for your support and I look forward to giving back to a community that has given me so much.

Born and raised in the Pacific Northwest, Emily is an A/E/C marketer with seven years of experience, focusing on the architecture industry. She joined SMPS in 2017 and has led a Seattle based Roundtable for the past four years. At MG2, Emily works to develop brand defining proposals and strategies to win meaningful work.



Sarah Wortman, CPSM (she/her) | Senior Advisor

Director of Business Development | GGLO

I have been in the AEC industry for 25 years, an active SMPS member since 2009 and have served on three SMPS chapter boards, my first and most recent with the Seattle chapter. Being senior advisor to the board would allow me to give back some of the wisdom, camaraderie and support that SMPS has provided me throughout my career. I'm honored to be considered for this exciting role in this exceptional chapter.

In 1997, Sarah began working in AEC marketing and currently serves as the Director of Business Development for GGLO. With an unwavering commitment to continuous education, she is a Certified Professional Services Marketer (CPSM), and has a Bachelor's Degree in Speech Communications from the University of Missouri-St. Louis and a Master's of Fine Arts in Radio/TV/Film from Northwestern University.