The SMPS Seattle Nominations & Elections Committee is pleased to present the 2025/2026 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 **vote here** 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 Saturday, June 28, 2025.

Once approved, this 2025/2026 Board of Directors will begin preparing for the upcoming SMPS year, which begins in September 2025. This Board will serve an extended term that concludes in December 2026. They will be introduced at the Annual Kick-Off event in mid-September (stay tuned for details!)

Each SMPS Seattle committee relies on member participation for its success! Volunteering is a great way to expand your professional network and promote your firm to other A/E/C professionals. If you are interested learning more about a committee, please contact the appropriate director and/or attend the SMPS Seattle 2025/2026 Annual Kick-Off to get signed up.

Keep Reading to Meet the 2025/2026 Slate of Candidates

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James Harmon | President

Senior Marketing Writer & Editor | HNTB

"I believe in a higher power: Other People."

I doubt the person who shared his personal creed remembers me or what he said before entering into a 12-Step Program, but years later, his words still inspire me. "Other People" has been the motivation for some of my best decisions, including joining SMPS Seattle.

As marketers, we frequently underestimate our value — especially in those darkest of dark timelines where things feel increasingly beyond our control. We overlook an essential service we provide as advocates: advocates for our colleagues, for our networks, for our industries — and for Other People. For this reason, I have chosen advocacy as the guiding theme for my administration.

Advocacy for our SMPS communities: We are at the confluence of three significant events: the Seattle-hosted Pacific Regional Conference, the conclusion of our three-year Strategic Plan, and an extended administrative year. We have a unique opportunity to engender greater cross-collaboration among local West Coast chapters, and to serve as better advocates for our local sponsors and other firms in the architecture, engineering, and construction industries — especially small, disadvantaged, and minority-owned enterprises. Together, our board will help grow our SMPS communities, just as they have nurtured us.

Advocacy for ourselves: SMPS is where we learn to advocate for one another as mentors and volunteers, as well as for ourselves by becoming better spokespeople for the value we bring and the dignity we deserve as people. We are communicators, facilitators, organizers, business developers, and strategists. But beyond that, we are ourselves: our communities, our families, our talents, our joys, our experiences and those myriad other things that form our identities — which are the true sources of value for the work we deliver. I will focus on continuing the work of past administrations and enriching our services — including the Welcome Wagon, DEI initiatives, MULTIPLY Mentorship, CPSM study group, workshops, and roundtables — to provide resources that are genuinely meaningful to everyone, regardless of backgrounds, identities, abilities, career level, or socioeconomic status.

Advocacy for our board: As President, I will consider myself successful if I can help my board achieve our goals. I have enjoyed the privilege of serving under three exceptional presidential role models — Jessica Congdon, Ranjana Sterling, and Bill Michie — and will apply their invaluable lessons to be my board's best advocate. I am excited about my team. Each of us is percolating with inspiration, energy and more plans than we could hope to accomplish in a single term — even an extended one. To honor our commitment, I will help my colleagues develop a road map to implement our plans and pave the way for future SMPS administrations so that together we can champion our chapter's powerful, indomitable community of Other People.

James Malloy Harmon, PhD, CPSM, enjoys helping people express themselves in the best way possible to make their ideas shine. As a Senior Marketing Writer and Editor at HNTB, James specializes in leading and facilitating workshops as well as developing impactful written communication. For James, marketing is more than a career, it has become a philosophy and approach — one that he attributes to helping him complete and defend a doctoral dissertation. "If only we were taught the soft skills of marketing, along with shop class and home economics back in high school, we might be just a little better off," James wistfully laments late into the night. During a career of more than 20 years, James has served in a variety of communications-related capacities, including as an editor for a publishing company and professor of English at various community colleges and universities on the West Coast. Even off the clock, James enjoys writing, but if that becomes too taxing, nothing is quite as inspiring and stress-relieving as running along the beautiful Puget Sound, designing costumes for Comic-Con, or strolling the neighborhood with his cat Baldwin.



Mia Alhambra | President-Elect

Senior Marketing Coordinator | MG2

During my two years on the SMPS Seattle board of directors, I've brought a unique blend of enthusiasm, creativity, and organization to the table. Dare I say, I'm not a "personality hire," but a "great hire with a lot of personality!"

These past two years on the board have challenged me in the best way and have prepared me to take on the President-Elect position. As the Director at Large for Marketing, I've worked closely with every member of the board, as well as the chairs of various other committees, to bring their initiatives to life through our chapter's communications. I've had the opportunity to connect with many amazing people and gain a deeper understanding of what makes our chapter so special.

Moving forward into the President track, I am passionate about growing the diversity of our chapter and making professional development more accessible to all. I want to help bring more voices and perspectives into SMPS Seattle and ensure that everyone feels welcome, supported, and empowered to get involved. Whether we've already met or haven't yet (virtually or in person), I'm here to support YOU! I'm looking forward to another great year with SMPS Seattle!

Mia Alhambra is a Senior Marketing Coordinator at MG2 and primarily works with the firm's Consumer Experiences team. Since joining SMPS Seattle in 2020, she has volunteered for the chapter's marketing, membership, and DEI committees, and then served on the board as Director at Large: Marketing from 2023 to 2025. She was also recognized as SMPS Seattle's Rising Star at the 2022 Reign Awards and is also a MULTIPLY mentor. Outside of work, you can find Mia coaching a boxing or barre class, or staying in with a good book (or audiobook)!



Bill Michie | Past President

Northwest Communications + Brand Leader | DPR Construction

Thank you for the opportunity to serve as president for the 2024/2025 SMPS year. At our kickoff, I challenged our members to change their mindsets and choose to Thrive Through 2025. Despite another tumultuous year, I am delighted to see so many of you thriving.

At the board level, we embraced this challenge and made significant strides in growth and progress for our chapter and members. We advanced our three-year Strategic Plan and maintained our chapter's strength within the organization. Our chapter leaders introduced new programs like Catalyst Conversations and provided actionable initiatives to help you excel in your day-to-day duties of winning work while enhancing your leadership abilities. Our new traveling happy hour program brought us together across the Puget Sound, and our Reign Awards was a hit once again. Our outreach efforts with students resulted in four new student memberships, each supported by chapter leaders to ensure they can engage, network, and maximize their experience. Additionally, I am proud that our chapter leveraged our fiscal strength to provide even more scholarships for continuing education, memberships, and conference attendance, fulfilling our goal of supporting our members during this time of uncertainty.

Thank you for your support this past year and for voting for the 2025/2026 Board of Directors. I look forward to seeing our chapter continue to thrive under this dynamic group of leaders and dedicated volunteers.

As DPR Construction's NW Communications + Brand leader, Bill helps position his firm to build great things from Seattle to Silicon Valley by sharing stories of DPR's innovative team members and the structures they build. He unites marketing and communication strategy with construction operations knowledge to create award-winning strategic communication campaigns and project-winning proposals. He advocates for the use of strategic communications in A/E/C and believes they can help A/E/C marketers create more successful outcomes for their firms and reduce proposal workload, too!



Kayla Snider (she/her) | Treasurer

Senior Marketing/Pursuit Manager | Certerra

When I joined SMPS Seattle, I found a place where I could connect with people that truly understand and believe in the critical role we play in shaping our industry. From my first committee meeting to this past year serving as your Treasurer, I've felt myself consistently inspired by the enduring warmth, humor, and drive of our membership.

As I look ahead to a second term on the Board, I'm excited to build on what we've accomplished and continue stewarding the Chapter's financial health with clarity, integrity, and vision. I believe our fiscal strategy is one of our most effective catalysts, a bedrock for member connection, creativity, and growth. Whether it's developing transparent processes or empowering our Directors with budget knowledge and clarity, I'm committed to being in service of member possibility.

I'm excited for another year of strengthening our chapter's foundation while expanding the opportunities we create for one another. I would be honored to continue serving this incredible community.

Kayla Snider is a Senior Marketing and Pursuit Manager at Certerra, where she leads proposal efforts and marketing strategy across the Pacific Northwest, Hawaii, and California. A member of SMPS since 2019, she currently serves as Treasurer for the Seattle Chapter and is also involved in the MULTIPLY program. Originally from Columbus, Ohio, Kayla moved to Seattle in 2021 and quickly found a professional home within SMPS. In her spare time she enjoys getting out in nature, reading, playing piano, and baking.



Katie Berry (she/her) | Secretary

Senior Marketing Specialist | HNTB

It has been an honor to serve as Secretary on the SMPS Seattle Board of Directors, and I am excited to be considered for a second term. Since joining SMPS in 2022, I've had the opportunity to contribute through the marketing committee and now as Secretary, where I've enjoyed being part of the strategic efforts that keep our chapter one of the largest and most active in the country. With the Pacific Regional Conference coming to Seattle this year, we have an exciting opportunity to showcase our chapter and celebrate what it means to be an A/E/C marketer. I am eager to continue working together with the board to support our members and mission in the year ahead.

Katie is a Senior Marketing Specialist at HNTB, focused on winning some of the largest and most complex infrastructure projects across the Pacific Northwest. As an active member of SMPS since 2022, Katie values the strong sense of community within SMPS and enjoys building connections with fellow members. Outside of work and SMPS, Katie loves re-watching The Office, taking long walks with her Doberman named Phoenix, and spending time in the beautiful PNW outdoors.



Jon Davies | Senior Advisor

Director of Business Development and Vice President | BHC Consultants

I am excited to serve as Senior Advisor to the Seattle Chapter Board of Directors! Not just because this year's President, James Harmon, was my Mentee in the Multiply Program a few years back but also because I love being able to give back to this association! I served as Chapter President in 2008 and have held many other board positions over the years including: Director of Programs; Membership; Education; Sponsorship; and a previous stint as Senior Advisor. This role was created to have some institutional knowledge of the chapter on the board mainly to avoid making mistakes that were made in the past!

When planning events to benefit members it is nice to know what has not worked in the past. I am committed to that role and will be a sounding board for this group and provide input on ideas. However, I am also prepared to provide support to the other Directors when needed to drive initiatives, brainstorm ideas, or just jump in and accomplish tasks to be able to execute what has been planned for the chapter.

I look forward to serving alongside this great group that has been assembled for the 2025-26 Board.

As Director of Business Development and Vice President for BHC Consultants, I am responsible for building external relationships with decision makers in the markets we serve. I partner with our Project Managers and technical staff to develop pursuit and win strategies that lead to new client and project wins for the firm. I am often accompanied by our five-pound Yorkie named Harley when meeting clients and attending events. From May to October, you may find me out on Lake Sammamish water skiing in the early morning hours before work!



Ashley Di Cristina (she/her) | Director at Large: Professional Development

Marketing Strategist | UMC, Inc.

Connecting people with resources for personal growth, networking, and career advancement remains at the heart of SMPS. In the 24-25 year, we celebrated the success of initiatives such as the Catalyst Conversation series, which has sparked dynamic dialogue for our members, as well as offering several scholarships to support professional growth across the community. These milestones exemplify our commitment to empowering members at every stage of their career journey.

Looking forward, we're diving into fresh ideas, researching, and developing innovative programs and tools to elevate your professional journey even further. From the CPSM to the Roundtable and Multiply Mentorship programs. With our continued focus on growth and inclusion, the Professional Development Committee is here to help you find the resources, connections, and opportunities you need to thrive. I am deeply grateful for your support and humbled to continue giving back to this incredible community that has given me so much.

Ashley has been a member of the Seattle Chapter of SMPS since 2019, bringing over a decade of experience in the A/E/C industry. As the Marketing Strategist at UMC, Inc., she leads the charge of proposals and marketing research while championing other strategic initiatives. Ashley's career has taken her across the country, allowing her to contribute to and grow with SMPS Chapters in Denver and Wisconsin before finding her home in Seattle.



Jimmie Collins, CPSM | Director at Large: Membership

Proposal & Marketing Manager | Manson Construction Co.

Like many in the A/E/C industry, I did not start here. This is where I wound up after leaving journalism school, galivanting across two continents as an English as a foreign language teacher and then a small business owner, and finally landing in Seattle two months before the COVID-19 pandemic lockdown. No matter how disconnected they all seem, these diverse experiences led me to my current role as a Marketer.

Since joining SMPS in 2022, I have been fortunate to engage with the Seattle Chapter and the Pacific Regional Conference in various capacities, gaining valuable insights and building meaningful connections within our professional community. Collaborating with enthusiastic SMPS members has enriched my perspective on the opportunities SMPS Seattle offers to its members. These resources have made me a better marketer and a better leader. I am committed to providing effective support in my role as Director of the Membership Committee to connect members with each other and with the resources we offer. I believe in fostering an inclusive environment where all members feel empowered to connect, grow, and succeed.

Thank you for considering my nomination. It would be a privilege to continue serving our community and supporting the growth and success of SMPS Seattle and its members

Jimmie is the Proposal & Marketing Manager at Manson Construction Co. where she leads Marketing, Sales, and Communications efforts nationwide. Since joining SMPS Seattle in 2022, she has served as Scholarships Co-Chair, volunteered on the Nominations and Elections Committee, participated as a mentor and mentee in the MULTIPLY program and volunteered on the Programs Committee for the Pacific Regional Conference. With the support of the PRC CPSM Study Group, Jimmie became a Certified Professional Services Marketer (CPSM) in 2024.



Andrea Rocha (she/her) | Director at Large: Education

Senior Marketing & Business Development Specialist | GeoEngineers

I am delighted to return to the SMPS Seattle Board this year as Director at Large: Education. Like so many in this industry, I love to learn and build authentic, meaningful connections - two key elements tied to this committee. Since joining SMPS in 2019, I've sat on a variety of committees including Education, DEI, and Scholarship Voting, and continue to lead a roundtable. Each of these roles have been insightful and rewarding, giving me an integral understanding of SMPS culture, mission, and values. After serving as Director at Large for Education this past year, I've learned a lot, and I intend to bring those lessons learned into the next year. Our committee worked hard to bring trusted speakers and fresh topics to the SMPS community and industry at large. My goal is to continue to streamline our processes, identify speakers with messages that are meaningful and outside the box, and develop programs that are impactful to our professional growth. Thank you for this opportunity!

Andrea is the Marketing & Business Development Manager at GeoEngineers focused on championing targeted business development initiatives in partnership with technical staff to secure project opportunities and increase company growth. Andrea has been an active member of SMPS Seattle since 2019 and has worked in the A/E/C industry for nearly eight years. She is passionate about fostering collaboration and developing tactical, strategic plans to meet goals. Outside of work, Andrea teaches yoga, loves to walk and hike, and often attends concerts and live music events.



Leah Curulla | Director at Large: Special Events

Marketing and Pursuit Manager | UMC, Inc.

SMPS has been a constant throughout my career, offering professional development, leadership opportunities, and a supportive network at every stage. Now, I'm eager to deepen that connection by serving on the SMPS Seattle Board of Directors as the Director at Large for Special Events, giving back to the community that has given me so much. I'm passionate about creating meaningful experiences that reflect the personality and professionalism of our chapter. I bring a strong sense of creativity and attention to detail to everything I do, whether it's planning events, coordinating volunteers, or supporting strategic goals. I want to help grow the impact of our events and elevate the volunteer experience through collaboration, clarity, and creativity.

It's important to me to leave every role better than I found it. I'm ready to listen, lead, and support our incredible community as we continue to evolve, connect, and thrive—together.

Raised in the PNW, Leah "fell" into A/E/C marketing during the dot-com crash. As Marketing and Pursuit Manager at UMC, she leads proposals, supports business development strategies, and helps create memorable events. With 24 years of A/E/C experience, she has a passion for storytelling, collaboration, and thoughtful planning. An SMPS member since 2001, Leah has served on the Seattle Chapter's Special Events Committee since 2019 and co-chaired the Reign Awards for two years. Outside of work, she volunteers on her daughter's high school wrestling booster board and entertains channeling her inner Martha Stewart—her friends even call her "Martha."



Sam Ferris | Director at Large: Marketing

Marketing Specialist III | HNTB

SMPS was a game-changer for me when I started as a marketer for a small architecture firm in 2019. The educational programs, the creative people, the volunteer opportunities – it was the perfect baptism into the world of professional A/E/C services marketing. Life has changed dramatically since then, but SMPS has been a constant source of professional growth for me over the past six years.

I'm deeply grateful (and, frankly, excited) to join the 2025-2026 Board of Directors as the Marketing Director for the largest SMPS chapter in the country. I look forward to not only providing my committee with the same professional growth opportunities that other directors have provided me but also finding creative ways to help our communications highlight our chapter's exceptional people and projects.

Sam is a recent Texas transplant who regrets not moving to the Pacific Northwest sooner and a Marketing Specialist III at HNTB, where he helps pursuit teams win some of the region's most transformational infrastructure projects. He has spent the past six years of his 12-year marketing career in the A/E/C industry and joined the SMPS Seattle Chapter in 2023. He brings experience as the Communications Director for SMPS San Antonio and a member-first philosophy to all SMPS marketing activities.



Cindy Devine | Director at Large: DEI

Marketing Specialist | Absher Construction Co.

I am overjoyed to be nominated as the SMPS Seattle Director at Large: DEI for SMPS—an organization that has helped me grow professionally and explore my passion for social justice. I look forward to giving back to SMPS, learning alongside you all, and serving as a resource for the region and other SMPS chapters.

At Absher, I'm involved in the Culture of Care and LGBTQIA+ Committees—but last year, I joined the SMPS DEI Committee because I knew I had more to learn and more work to do. As your Director for the DEI Committee, I hope to lead small groups centered around understanding the importance of diversity, equity, and inclusion in our communities and industry. I'm eager to showcase our members' diversity, empower your voices, and demonstrate the importance of the Human Experience in Business in organizational success. I would love to see SMPS Seattle continue to lead as a large, active chapter. By utilizing our members' involvement and passion, SMPS Seattle will continue to pave the way for other chapters.

Cindy Devine is a Marketing Specialist with Absher Construction Co. She joined SMPS Seattle in 2022 at the beginning of her A/E/C career, and most recently served on the chapter's DEI Committee. At Absher, Cindy leads federal procurement pursuits, coordinates their monthly newsletter, and serves on the Culture of Care and LGBTQIA+ Committees. She is thrilled to utilize her skills in marketing and communications to connect with and learn from the A/E/C community. In her free time, Cindy likes to read, craft, pet her cats, and play video games with her fiancé.