The SMPS Seattle Nominations & Elections Committee is pleased to present the 2024/2025 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 Friday, June 21, 2024.

Once approved, this 2024/2025 Board of Directors will begin preparing for the upcoming SMPS year, which begins September 2024. 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 2024/2025 Annual Kick-Off to get signed up.

Keep Reading to Meet the 2024/2025 Slate of Candidates

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Bill Michie (he/him) | President

NW Communications & Brand Leader | DPR Construction

Like many of our members, I was introduced to SMPS by a colleague who suggested that I "check out SMPS and join a committee." This seemingly simple advice profoundly impacted my career and life. From my first meeting, SMPS has been a guiding light, offering invaluable opportunities and connecting me with a network of industry professionals and friends. I am deeply grateful for everything this organization has afforded me. I am honored to serve as your chapter president and aim to provide our members with the same transformative experience.

I prepared for this role by working alongside our volunteers, talking with members, attending committee meetings, and learning how our chapter operates. One of the perks of serving as president-elect is attending the Chapter Leadership Symposium (CLS), a conference focused on governance best practices and leadership. I left CLS energized, inspired, and ready to lead.

Reflecting on our chapter's collective achievements during the flight home, I was struck by our impact on the national stage. At CLS, SMPS Seattle was repeatedly recognized as a beacon of excellence. Our chapter consistently delivers insightful and actionable programming, offers extensive professional development resources, maintains a robust financial standing, and is distinguished as SMPS' largest chapter. This is a testament to our collective hard work, dedication, and strong chapter leadership.

I am truly honored to continue SMPS Seattle's legacy of leadership and success. And with this Slate of Candidates, who wouldn't be excited for the coming year? With seven returning board members and five emerging leaders, the 2024/2025 Slate is remarkably strong and represents a broad swath of our industry, promising a bright and exciting future for our chapter and members.

Looking ahead, we are ready to dive into our work and are dedicated to making this a year of growth and progress for our chapter and members. We will continue executing our three-year Strategic Plan and have significant projects on our radar, including developing a leadership development program, crafting the next iteration of the Fellows Forum, and ensuring equal access to our events. Moreover, our chapter's strength positions us well to spend time streamlining our processes, enhancing our programming, and maximizing member benefits.

We have a big year ahead, SMPS Seattle, and this Slate of Candidates is ready. I look forward to working alongside our volunteers and this dynamic group of marketers and communicators to support you, our members.

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.

Bill has been an SMPS member for over fifteen years and remains an engaged volunteer with the Seattle Chapter. He currently serves as chapter president-elect, Communications & Brand Roundtable co-facilitator, Welcome Wagon member, and Multiply Mentor. Regionally, he serves on the Pacific Regional Conference Programming Committee.



James Malloy Harmon, PhD, CPSM (he/they) | President-Elect

Senior Marketing Writer and Editor | HNTB

I have served as Secretary with the SMPS Seattle Board of Directors for the past two terms, and am thrilled for this opportunity to serve as President-Elect. I am eager to support — and learn — from President Bill Michie and Immediate Past President Ranjana Sterling, in addition to our committed Board Chairs.

This will be a challenging term as we prepare to host the 2026 Pacific Regional Conference. In addition, fundraising, education, networking, student outreach —and, most importantly, increasing and amplifying diverse voices within our sector — will continue to be critical areas. Yes, challenging work, but also fun. I firmly believe that if you can't find a way to take joy — and spread joy — in your work, it probably isn't worth doing, or not for you.

I share the mission of SMPS to "advocate for, educate and connect leaders in the building industry." Education is particularly near and dear to me. I come from a family of educators on both my mother's and father's side, and was former college and university lecturer myself. We all have unique journeys that led us to marketing in the AEC industry. While completing my doctoral studies on the cultural influences of urban design in Main Street America — typing my dissertation on Sound Transit's N Line — I performed entry-level work at an environmental planning firm. The experience instilled an awareness of the transformative impact and potential of public transit and public works projects to build inclusive, sustainable and resilient communities where we each can live with dignity.

I am actively engaged in my local community. As a CPSM, I mentor at work and through the SMPS MULTIPLY program, as well as through Toastmasters International. I am also a committee member with the Puget Sound chapter of WTS International, promoting its mission to support women in the transportation industry. Locally, I am a board member of Friends of the Library to promote the construction of a new library for my growing city, as well as a founding volunteer with Lake Stevens Pride to support my fellow members of the local LGBTQ+ community.

As President-Elect, I am here to support you, but I am also here to learn. I will reach out to you to discover what we are doing well, as well as what we can do better, and I encourage you to share your ideas with me. Let's make this another fun, educational and spectacular year!

James 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 content editing, technical writing and influential messaging of marketing collateral within the architecture, engineering, and construction sector. 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 and Composition at various community colleges and universities on the West Coast. Even off the clock, James enjoys writing, but if writing becomes too taxing, James finds that nothing is quite as inspiring and stress-relieving taking his cat Baldwin out for a walk or running along the beautiful Centennial Trail in northern Snohomish County.



Ranjana Sterling (she/her) | Past President

Senior Marketing Strategist | CBRE

I am thrilled to serve on the SMPS Seattle Chapter Board for a sixth 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 our volunteers' work 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 SMPS Seattle.

As President, I was honored to lead our chapter as we embarked on a new 3-year strategic journey. Fueled by our commitment to growth and inclusion, social and organizational responsibility, leadership and career development, effective communication, and fostering innovation in our organizational structure, we set achievable yet ambitious goals that inspire.

This exciting journey forward holds the promise of sustainable change. We're fostering a vibrant culture that instills a sense of belonging in each member. We're committed to eliminating obstacles that hinder access to our programs and volunteer opportunities, ensuring everyone feels welcome and empowered. Above all, we're eager to equip our members with the knowledge they need to drive meaningful change.

With over ten years of experience in marketing, communications, and business development in the Commercial Real Estate (CRE) and Architecture/Engineering/Construction (A/E/C) industries, Ranjana is a creative problem-solver who enjoys uncovering opportunities within challenges. As a Sr. Marketing Strategist at CBRE, Ranjana is the in-house creative agency lead for the PNW region. She is responsible for leading the team in the development and execution of marketing strategies, deliverables, and activities associated with helping commercial real estate owners market their existing buildings or developments to prospective occupants and their brokers.



Kayla Snider (she/her) | Treasurer

Senior Marketing/Pursuit Manager | RMA Companies

In 2021, I moved to Seattle from Columbus, OH, not knowing a single soul in the chapter. Within the first event attended, I was welcomed with open arms by the Treasury Committee.

As I have grown over the past three years in this beautiful city, I have made many new friends significantly due to this organization. No matter what committee or member I've spoken with, I have always felt embraced, and I am so excited for the opportunity to give that back to this network of incredible professionals as your Treasurer. As a new Board member, I am eager to set fresh goals, compound upon the legacies of excellence precedent before me, and enable our organization to multiply opportunities for its members. With zeal and some spreadsheets, I look forward to this next year of leading the bedrock of SMPS Seattle's fiscal operations.

Hailing from the Midwest, Kayla Snider has made the Pacific Northwest her home with more than six years of marketing experience in the A/E/C industry. As a Senior Marketing/Pursuit Manager at RMA Companies, Kayla serves as a leading member of her team, enforcing brand standards, best practices, and driving all pursuits for her geographic region, consisting of Washington, Oregon, Hawaii, and Northern California. Kayla joined SMPS in 2019, the Seattle Chapter in 2021, and has wasted no time becoming involved in the MULTIPLY program and Treasury Committee. She looks forward to creating opportunities for community and connectedness in the Chapter's near future.



Katie Berry (she/her) | Secretary

Senior Marketing Specialist | HNTB

Since joining SMPS in 2022, I have witnessed the incredible impact our community of marketing and business development professionals has on advancing the A/E/C industry. Inspired by my colleagues and peers, I am excited to express my interest in serving as the Secretary on the SMPS Seattle Board of Directors. Through the influence of members like Stephanie Babb, Mia Alhambra, and James Harmon, I have been enriched by volunteering on the Marketing Committee (gaining insights into our Chapter's initiatives) and had a great experience as a mentee in the MULTIPLY Mentorship Program. SMPS Seattle has been a welcoming place to learn and make new connections, and I am eager to give back. I understand the critical role volunteers play for our Chapter and will work hard to serve the needs of the Board and the membership to advance our shared vision. Thank you for supporting my nomination.

Katie is a Senior Marketing Specialist at HNTB, focused on winning some of the largest and most complex infrastructure projects across the Pacific Northwest. Her professional experience includes working with more than 20 professional member-based organizations, supporting volunteer committees and boards of directors and leading marketing and communications strategies and production work for regional, national and international associations. She will never grow tired of replaying seasons of The Office, exploring around Puget Sound, or doting on her Doberman named Phoenix.



Heidi Maki (she/her) | Senior Advisor

Associate Principal, Marketing & Business Development | Swenson Say Fagét

Thank you for the opportunity to support Bill on his presidential journey! Since 2014, I have served on the SMPS Seattle Board as the Director of Membership, Treasurer, President, and Senior Advisor. As any SMPS Seattle Past President will tell you, the Seattle Chapter's success is due to our massive community of active and engaged members, volunteers, and chapter leaders!

I am excited to work closely with Bill and the entire board to continue to provide outstanding educational and networking opportunities for our A/E/C community. As Senior Advisor, I am available to assist in various ways. Whether that's reviewing the budget, training people on Billhighway or StarChapter, or working on specific initiatives, I'm here to help! I also serve on the SMPS Pacific Regional Conference (PRC) Treasurer Committee and am one of three co-chairs for PRC Seattle - February 18-20, 2026. Mark your calendars!

Serving on the Seattle Board was a highlight of my career. SMPS board service gave me the tools to work with a team, helped me build my leadership skills, and, best of all, provided me with a peer network of amazing friends! I'm excited to have an opportunity to work with this new group of directors. The mentor in me can't go without saying … if you are entertaining thoughts of being on the board, I highly recommend it! In the meantime, please vote to approve this outstanding slate of officers.

Heidi was born and raised in Spokane and moved to Seattle after college. Her first A/E/C marketing position was with NAC Architecture. She then worked with Coughlin Porter Lundeen, Associated Earth Sciences, Lydig Construction, and Swenson Say Fagét (SSF). As an Associate Principal and the Director of Marketing & BD for SSF, she manages the database, website, and proposal requests and works with team members on business development initiatives. She also collaborates with other SSF leaders on corporate culture activities.



Cate O'Toole (she/her) | Director at Large: Membership

Communications Manager | Olson Kundig

Like so many AEC marketers, I didn't quite know what this job was all about until I found myself here. Joining SMPS was a gamechanger for me – I felt so supported as a new member still learning the ropes of the industry, and the connections I've made across the SMPS Seattle community continue to be major contributors to both my personal and professional growth. That's the experience I want for each of our members!

I'm thrilled to have the opportunity to join the SMPS Seattle Board of Directors as the Director at Large for Membership. SMPS Seattle has a well-deserved reputation for being an active, welcoming chapter, with many programs and initiatives that are unique to us. I am so excited to build on the great work of the Membership Committee, create connections and strengthen relationships, and showcase the many perks and benefits available to members.

Cate O'Toole worked in non-profit administration before joining the AEC industry in 2015. As Communications Manager at Olson Kundig, she oversees the development of narrative and visual storytelling across a range of platforms, sharing the firm's design approach and global portfolio with diverse audiences. An SMPS member since 2017, Cate began volunteering with the Membership Committee in 2019, where she co-chaired the Welcome Wagon initiative.



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 is the cornerstone of SMPS. Since joining the Seattle Chapter in 2019, I've had the privilege of being part of the Professional Development Committee, and I'm thrilled to build upon the strong foundation we've created together. Our committee is excited to continue delivering the SMPS programs you love, such as the CPSM study cohort as well as the Roundtable and Multiply Mentorship programs. This year, we're diving into new ideas, researching, and developing innovative programs and tools to enhance your professional journey even further.

With something for everyone, the Professional Development Committee is here to help you discover the right programs and resources to grow your career. Thank you for your support, and I am humbled to continue giving back to a community that has given me so much.

Ashley has been a member of the Seattle Chapter of SMPS since 2019, bringing a decade of experience in the A/E/C industry. As the Marketing Strategist at UMC, Inc., she leads the charge on 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.



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

Senior Marketing & Business Development Specialist | GeoEngineers

I am delighted to serve on the SMPS Seattle Board this year as Education Committee Director. Like so many in this industry, I love to learn and build authentic, meaningful connections - two key elements tied to this committee. Currently, I sit on three SMPS Seattle Committees (Education, DEI, and Scholarship Voting) and lead a roundtable. Each of these roles have been insightful and rewarding, giving me an integral understanding of SMPS culture, mission, and values. Stepping into a board member position is a transition from a behind-the-scenes role into a focused leadership position and I am excited for that journey. The Education Committee is dedicated to developing an annual education program that inspires community members to show up, share stories, and gain insights they can bring to their day-to-day activities. My goal is to build off the amazing work the committee has done so far by continuing 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.

When I reflect on some of the best professional and personal leaders I've encountered, they inspire. They bring people together, make decisions at critical points, and are committed to growth. I am dedicated to continuously developing my leadership skills and taking the inspiration I find around me into this role. Thank you for this opportunity!

Andrea is a Senior Marketing & Business Development Specialist 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 AEC industry for nearly seven 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.



Mia Alhambra (she/her) | Director at Large: Marketing

Marketing Coordinator | IA Interior Architects

Marketing for a marketing organization filled with impressive marketing professionals? Sign me up!

When I first joined SMPS Seattle in 2020, I was relatively new to the A/E/C industry and refused to let the pandemic limit any chances for me to grow. I attended the virtual kick-off and dove right into joining my first committee, the marketing committee, as the public relations chair. Over the course of almost three years with this amazing chapter, I've taken on other responsibilities on the marketing committee; become a welcoming face to new members as part of the membership committee; and strengthened our chapter's DEI communications as part of the DEI committee. The Seattle chapter has provided me with such a strong network and many opportunities for growth—especially with my writing skills as I used to be an "I'm not a writer" marketer a few years ago!

Going into my second year as the Director at Large: Marketing I am looking forward to continuing to lead our committee of superstars and supporting the initiatives of my fellow board members!

Mia Alhambra is a Marketing Coordinator at IA Interior Architects with a passion for learning and telling stories about the built environment. Since joining SMPS Seattle in 2020, she has brought this enthusiasm to the chapter's marketing, membership, and DEI committees. Mia was recognized as the chapter's Rising Star at the 2022 Reign Awards and has served as the Director at Large: Marketing for the 2023-24 SMPS Seattle year.



John Crase (he/him) | Director at Large: DEI

Unit Manager & Associate Principal | Wiss, Janney, Elstner Associates, Inc.

As pioneers amongst Chapters, there was no roadmap for us when SMPS Seattle founded its DEI Committee in 2021. Three years later, as SMPS National begins to develop a framework for other Chapters to form their own committees, they asked Seattle to share our thoughts. This is what we said:

- Define your why for needing a DEI committee. How will this function with, not parallel to existing committees and your executive leadership?
- Start compiling a DEI resources library. Frame your resources and keep just what you need. Don't let it get stale or cluttered.
- Be fully inclusive. DEI may mean different things to people in your Chapter and community. Create opportunities for everyone's voice to be heard.
- Professional DEI Consultants are not a necessity. Use your network to build from the ground up.
- DEI fatigue is real – Stay committed by setting reasonable expectations. Start your journey with small sustainable steps.

We know *why* SMPS Seattle formed our DEI committee. I look forward to continuing this journey with you as we continue to explore *how* we make our Chapter more inclusive and connected with our community.

John Crase, PE has over 30 years of experience in the AEC where he has worked in the trades, component manufacturing, and as a consulting engineer. In his current role as Business Unit Manager for Wiss, Janney, Elstner Associates, Inc. in Seattle, John supports a diverse team of professionals that includes Engineers and Architects. These days John spends more of the workweek building relationships than structures, but on weekends can be found moving dirt, welding steel, and making sawdust on the Olympic Peninsula.



Amanda Privitt, CPSM (she/her) | Director at Large: Special Events

A/E/C Marketing Professional

I am excited and honored to continue on the 2024/2025 Board of Directors as the Director at Large for Special Events. I can honestly say I don't know where I'd be in my career without SMPS and the incredible people I've met along the way. I look forward to elevating the already great programming we have in place to greater heights and helping newer members gain as much from SMPS and the Special Events Committee as I did when I first started.

Amanda joined SMPS in 2015 at the very start of her A/E/C Marketing career and has served on the Special Events Committee as Reign Awards Chair, ran the Scholarship program, and chairs on the PRC Committee. As you can see, she loves to be involved in many facets of the network and has varying interests. Apart from SMPS, Amanda has previously been the President of Irish Network Seattle and served on the board of the Holocaust Center for Humanity.