

KATE M. BRANNELLY, FSMPS, CPSM

Director of Business Development



+CONTACT

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Kate Brannelly has over 29 years of marketing and business development experience with global and regional multidiscipline design and forensics consulting engineering firms. She brings a broad range of marketing, communications, and business development expertise to RRJ, along with experience and knowledge of expert services branding. As Director of Business Development, she is responsible for the development and implementation of RRJ's firm-wide client development, communications, and promotion initiatives.

Ms. Brannelly has a history of creating a collaborative, mentoring approach to working with technical experts to enhance and leverage their success in all aspects of thought leadership marketing and client development. Prior to joining RRJ, she had served as Marketing & Business Development Director, CMO, and Principal for several architectural design practices and consulting engineering firms in Chicago and Boston.

A marketing leader in the architectural/engineering/construction (A/E/C) industry, she is a Fellow of the Society of Marketing Professional Services (SMPS) and has received numerous awards for her marketing leadership and branding concepts.

■ EDUCATION

Bachelor of Science in Business Administration, 1985
 Suffolk University

■ CERTIFICATIONS

Certified Professional Services Marketer (CPSM)
 Society For Marketing Professional Services

Certified Project Manager
 State of Illinois, Capital Development Board

■ PROFESSIONAL AFFILIATIONS

Society For Marketing Professional Services (SMPS)
 Fellow

SMPS Chicago | Boston Chapters
 Executive Advisory Panel, Chicago Chapter
 Fellows Champion, Chicago Chapter

American Bar Association Forum on Construction Law
 Associate Member
 Division 3 - Design, Committee Member

Chicago Building Congress
 Member

Apartment Building Owners and Managers Association
 (ABOMA)

■ AWARDS

SMPS National
 Marketing Communications Award, 2008

SMPS Columbus, Ohio Chapter
 Marketing Communications Award, 2010

SMPS Boston Chapter
 Marketing Executive of the Year Award 1998
 Marketing Communications Awards, 1997, 1998,
 1999

■ JUDGING

SMPS National
 Fellows Scholarship, 2016
 Fellows Recognition Program, 2009-2010
 Marketing Communications Awards, 2008

SMPS Chicago
 Marketing Communications Awards Program, 2013-
 2014, 2017



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■ PUBLICATIONS | PRESENTATIONS

- "Build Yourself Roundtable Discussion: CSPM Certification and Fellows Recognition, Why It Is Important to Your Career," SMPS Chicago Chapter Educational Program, Speaker, Chicago, IL, October 12, 2016
- "CSPM Certification and Fellows Recognition Program Overview," SMPS Chicago Chapter Annual Meeting, Speaker, Chicago, IL, August 25, 2016
- "Annual Reviews for AEC Marketers," SMPS Chicago Marketing Coordinators Connection Series, Kate Brannelly, FSMPS and Jeffrey Garrett, Ph.D., S.E, Chicago, IL December 9, 2015
- "Senior Marketers: Your Ability to Influence Comes from Your Career Development," *SMPS Dallas Chapter Newsletter*, July 14, 2015
- "Domains of Practice Roundtable Discussion, Marketing Planning and Proposal Development," SMPS Chicago Chapter Educational Program, Fellow Presenter, Chicago, IL, February 12, 2014
- "Gain Valuable Feedback on the Effectiveness of your Firm's Marketing Communications with Seasoned Marketing Professionals," Marketing Communications Check-up Program, AIA National Convention, Fellow Representative, Chicago, IL, June 2004, 2014
- "Spotlight, SMPS Member, Kate Brannelly, Director of Business Development of CTLGroup," *SMPS Chicago Newsletter*, 2012
- "*SMPS Foundation Report: A/E/C Visionaries Foresee The Future*," SMPS Foundation publication, Contributing Author, June 2007
- "Learn From the Best! Profiles of Top Senior Marketers Who Have Survived & Thrived," SMPS Northeast Regional Conference, Panelist, Providence, RI, May 9-10, 2002
- "What Will It Take To Get Closer To Your Clients?" SMPS Northeast Regional Conference, Panelist, May 2001
- "*Building Type Basics For Elementary and Secondary Schools*," Stephen A. Kliment Series Founder and Editor, by Bradford Perkins, publication of John Wiley & Sons, Inc., Contributing Author, 2001
- "Portfolio: Earl R. Flansburgh + Associates, Inc. Market Sector Brochure Developed Using Market Intelligence," *Revolutionary Marketing*, Zweig White & Associates publication, March 2000
- "SMPS Profiles: Kate Brannelly, *OutLook*, SMPS Boston Chapter Newsletter, December/January 1997
- "Public Relations Planning /Implementation," Build Boston Convention, Boston, MA, November 1997
- "Proposal Writing," SMPS Boston Chapter Fundamentals Program, Instructor, Boston, MA, February 1993-1994
- "How to Write an Effective Proposal" Build Boston Convention, Panelist, Boston, MA, November 17, 1993