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Media Release

FOR IMMEDIATE RELEASE

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Andrea Story, FSMPS, CPSM Named SMPS Fellow

Andrea Story, FSMPS, CPSM, Vice President of Marketing and Business Development at **R&M CONSULTANTS, INC.** (R&M), was named a Fellow (FSMPS) by the Society for Marketing Professional Services (SMPS). SMPS Fellows represent the highest level of experience and leadership in marketing and business development within the design and building industry.

Members who have 15 years of experience as a marketer and/or business developer in the A/E/C industries, have been an active SMPS member for 10 of the previous 15 consecutive years, and who have held a current Certified Professional Services Marketer (CPSM) designation for a minimum of five years were eligible to apply for the SMPS Fellows Recognition Program.

"Becoming a Fellow is a gift I can give to the Alaska Chapter of SMPS," said Andrea. "As a Fellow, I will provide mentorship wherever I can and give freely of my time and talents to SMPS at the chapter, regional and Society level."

Andrea has been a member of the Society since 2000. She earned her CPSM designation in 2001 and played a key role re-establishing the Alaska Chapter in 2011. Andrea has served in leadership roles and on committees at the chapter, regional and Society level, most notably as Alaska Chapter President for which she was recognized as the Society's Chapter President of the Year in 2014. She also proudly brought the Pacific Regional Conference to Anchorage in 2017 and served as that conference's Chair, offering a unique conference experience to nearly 200 attendees. Andrea continues to serve her local chapter through her current role as Education Chair, where over the past year she has used her vast SMPS network to offer quality marketing education opportunities.

"Andrea has helped [SMPS Alaska] rise to every challenge and achieve every "what if we...,"" said Leah Boltz, CPSM, Principal of Marketing, Business Development and Community Outreach at Bettisworth North, co-founder of SMPS Alaska and current Chapter Advisor. "She has continued to lead, from building the chapter, to shattering membership goals, earning SFE awards and Chapter President of the Year, hosting PRC The Wave in Alaska when others said it was impossible, building our mentorship program, guiding strategic visioning, and more."

In addition to her contributions to SMPS, Andrea has played a key role in elevating the marketing profession within her firm and in Alaska. An R&M employee since 2005, she has primary responsibility for marketing and business development, and as a firm principal, participates in the management of day-to-day firm operations. Andrea is one of three principal-level marketers in the state. She has been instrumental in shaping R&M into a marketing-led firm with a community-focused culture. Andrea has implemented marketing processes and training; streamlined the proposal process; created a community giving program; championed for diversity, equity and inclusion; and been closely involved in strategic planning. During her 16 years at the firm, R&M has more than doubled its annual revenue and number of employees and makes regular appearances on the Engineering News Record (ENR) Top 500 and Top Northwest Design Firms list.



“Andrea’s dedication, work ethic and attention to detail have made everyone within R&M perform better at every level. She is a natural leader and is an essential contributor to R&M’s day-to-day operations and long-term goals,” said Len Story, PLS, R&M’s Chief Executive Officer. “It’s been a privilege working with her over the last 16 years, and I’m looking forward to seeing her continue to do great things.”

Andrea is also active in peer and client organizations, providing advocacy for Qualifications-Based Selection through ACEC of Alaska, Alaska Professional Design Council and Alaska Municipal League. She is a passionate proponent for marketing education and serves on the University of Alaska Anchorage College of Business and Public Policy Advisory Board. Andrea has a B.B.A. in Marketing from the University of Alaska Anchorage.

As a Fellow, Andrea will serve as a resource at the chapter, regional, and Society levels to provide insight, ideas, programs, and mentoring. She will be honored during Build Business 2021, the SMPS annual conference.

“I’m grateful to marketers before me for opening the door and as a Fellow, I will hold it open for those who follow,” said Andrea. “If I can forge a path for other marketers to follow or help them see the potential in all they can be, I will have accomplished what I hope to from receiving the honor of being named a Fellow.”

Founded in Alaska in 1969, R&M offers civil, structural, geotechnical and waterfront engineering; surveying and mapping; GIS services; geology; hydrology; environmental services; transportation and land use planning; public involvement; right of way and lands consulting services; construction administration; materials testing; and special inspection. R&M has offices in Anchorage and Fairbanks.

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