



Society for Marketing Professional Services

Chief Executive Officer

Vetted
Solutions

A PASSION FOR PURPOSE

Position Overview

The Society for Marketing Professional Services® (SMPS), a diverse group of marketing and business development professionals transforming the Architectural, Engineering, and Construction (A/E/C) industries through marketing leadership, seeks a visionary Chief Executive Officer (CEO) to lead the Society and the SMPS Foundation.

The SMPS CEO position offers a unique opportunity for a strategic leader at a time when the A/E/C industry is evolving, and there is an increasing demand for marketing talent to support the industry. The CEO will position the Society for growth and increase the visibility and recognition of the marketing profession within A/E/C firms.

The CEO collaborates with the Board and staff to implement the three-year Strategic Plan. The position requires a strategist and visionary who partners with members to understand their issues and challenges and effectively plans to meet the needs of a growing profession.

Possessing strong communication skills, the CEO raises the visibility of the members within their firms and develops metrics to assess how SMPS can position its members to be more impactful. The CEO fosters collaborative relationships with other associations in the industry.

The CEO deeply understands members' needs and responds with programs that drive membership retention and growth. The CEO is strongly committed to Diversity, Equity, and Inclusion (DE&I) and continues to advance DE&I among the members and staff.

Having a keen understanding of finances and business acumen, the CEO creates new revenue-generating opportunities.

SMPS is based in Alexandria, Virginia, and offers a flexible hybrid work environment. SMPS has 7,400 members, 58 US and Canada-based chapters, a \$4.7 million budget, and 15 staff. The position will require 15 to 20 percent travel.

Key Responsibilities

The CEO will work closely with the SMPS Board of Directors, SMPS Foundation Board of Trustees, and SMPS staff to focus on the challenges SMPS members face and the opportunities to increase SMPS' relevance to members and members' value to their firms.

Strategy and Governance

- In conjunction with the Board, develop and advance SMPS' vision and mission and convey them to the membership and the A/E/C industry
- Set the Society's direction based on the strategic plan and partner with the Board of Directors to develop strategy
- Develop and maintain a transparent relationship with the Board of Directors; ensure the development of candidates for future board service

Operations and Membership

- Work through the Executive Leadership Team (Chief Financial Officer/DEI Advocate, Chief Strategy Officer, and Deputy CEO) to lead, manage, and develop the staff
- Promote the value of membership to A/E/C firms

- Provide an excellent member experience that recruits and retains professionals at all career levels
- Create dues structures that ensure accessibility to members from all company sizes
- Elevate the importance of the CPSM certification
- Accountable for financial operations and budgeting
- Generate new revenue streams and maximize current ones
- Oversee technology and facilities

Communications, Fundraising, and Programming

- Develop and leverage relationships with other associations in the industry
- Guide the development and distribution of research, education, and community-building programs; oversee the development of thought leadership materials and other content
- Oversee the development and implementation of DE&I programs
- Support the engagement of volunteers, addressing volunteer burnout and the volunteer pipeline
- Increase engagement with chapters; ensure communication and partnering between headquarters and chapters
- Lead the SMPS Foundation as CEO, along with the Board of Trustees; oversee its research and education activities that advance the MARKENDIUM® body of knowledge; and support fundraising activities

Qualifications and Experience

- Experience in a senior executive management position in either the association industry or in marketing/business development
- Familiarity with the A/E/C industry
- Previous non-profit management experience preferred
- A history of accomplishments in DE&I and experience advancing DE&I in an organization
- Experience developing and implementing strategy
- Strong financial acumen with experience across multiple economic scenarios
- An outgoing and approachable personality with the desire to form close, genuine relationships with all members of the SMPS community
- Proven leadership skills, including experience managing diverse staff; inclusive, motivational, and supportive leadership style; ability to lead by influence and delegate
- Proven experience generating revenue
- Knowledge of change management principles and techniques
- Ability to set and meet metrics and goals

Measures of Success After One Year

- Developed an understanding of SMPS, its programming, and its people
- Engaged and established a connected and aligned team of staff, board members, and volunteers
- Designed and began to implement a plan to increase revenue
- Established strong relationships with leadership in A/E/C industry associations

Measures of Success After Three Years

- Increased revenue through membership and programming, leading to greater financial strength and growth of long-term investments
- Achieved goals of the current strategic plan and led the development of the successor plan
- Developed new programs to appeal to a wider audience, positioning SMPS and the Foundation as the source of knowledge for the A/E/C industry
- Increased understanding of membership demographics and the needs at various career stages
- Increased the number of Principals and Technical Leaders from A/E/C firms as members
- Established a solid donor base for the Foundation

Organizational Overview

SMPS is where curiosity meets knowledge. Where working meets networking. Where selling meets doing. This is SMPS. Working in marketing or business development in the A/E/C industries? Then, we invite you to join us!

We believe in Business Transformed Through Marketing Leadership. In fact, today's most dynamic and successful A/E/C firms have realized the important balance between sellers and doers, between marketing and business development, and have used this important distinction to their advantage.

In 1973, a small group of ambitious professional services firm leaders recognized the need to sharpen skills, pool resources, and work together to build their businesses. And SMPS was born.

Through networking, educational opportunities, and industry leading research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. On top of that, SMPS offers its members ongoing professional development, leadership opportunities, and marketing resources to advance their careers.

Today, SMPS represents a dynamic network of more than 7,400 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. As the business world and built environment continue to evolve, SMPS and its members will be steadfast in staying ahead of the curve. And continuing to transform the way A/E/C firms do business.

SMPS is the only organization dedicated to creating business opportunities in the A/E/C industry. Companies large and small can tap into our powerful network to form partnerships, secure business referrals, and benchmark performance.

In 2023, SMPS celebrated a huge milestone—we turned 50-years-old! The organization formed in 1973, and we've come a long way since then. SMPS began with just a few members and now we're 7,400 strong. With 58 chapters throughout the U.S. and Canada, the Society has grown and expanded to help transform business through marketing leadership around the world.

SMPS Mission

SMPS' mission is to engage, inspire, and empower A/E/C professionals for leadership and lifelong learning.

SMPS Vision

Business transformed through marketing leadership.

Diversity, Equity, and Inclusion Philosophy & Policy

SMPS recognizes, respects, and values the dignity of all people. We are united in our stance against all forms of injustice and inequity. SMPS commits to actively champion diversity, equity, and inclusion (DEI) within our organization, the firms we represent, the communities we serve, and the architecture/engineering/construction (A/E/C) industries. We are intentionally working to increase participation in our organization and the A/E/C industries by underrepresented groups; advocate for recruitment and retention of professionals of all backgrounds by creating inclusive and welcoming environments; and promote equality and opportunities for advancement in the Society and industry overall. Together, we can transform our businesses, enhance membership experiences, and influence change in our communities.

We recognize that our diversity is reflected by our different people and firms. We believe our varying ethnicities, cultures, religious beliefs, genders, sexual orientations, ages, levels of experiences, physical abilities, and other differences benefit us as individuals and as an organization. In SMPS, we will organize and promote programs and activities that espouse our beliefs and increase awareness, understanding, recruitment, and participation of diverse persons and firms.

Strategic Plan

On January 1, 2026, SMPS is an accessible and indispensable community for all professionals who drive growth and sustainability for A/E/C firms. Furthermore, SMPS is bold, anticipatory, and resolute in advancing a culture of diversity, equity, and inclusion in our organization and the industry. The priorities of the current plan are:

- Invest in digital transformation to deliver community and education wherever people live and work
- Cultivate professionals with diverse expertise that are critical to sustaining a thriving industry
- Enable a best-in-class experience for professionals responsible for business growth

<https://www.smeps.org/strategic-plan/>

The Foundation

The SMPS Foundation delivers research and marketing intelligence to inspire success and improve bottom-line results.

The mission of the SMPS Foundation is to deliver intelligence and insights for growth professionals and leaders to help them navigate trends, change, and business evolution in a highly competitive marketplace. Founded in 1992 by SMPS, the profession's charitable arm is a not-for-profit 501(c)(3) organization funded by donations from members, their firms, chapters, regional conferences, and others interested in our work.

Digital Presence

Web: www.smeps.org

Facebook: <https://www.facebook.com/SMPHQ>

Twitter or X: <https://twitter.com/SMPHQ>

YouTube: <https://www.youtube.com/user/SMPNational>

LinkedIn: <https://www.linkedin.com/company/society-for-marketing-professional-services>

Vetted Solutions

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Vetted Solutions is a Washington, D.C. based executive search firm specializing in association and nonprofit recruiting and consulting. We focus on CEO and senior staff positions.

For confidential consideration, please email your resume and cover letter to: SMPSCEOsearch@vettedolutions.com or call +1 202 544 4749.

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