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SMPS Releases Infographic for Its Certification Program

Results show that the CPSM designation is a highly considered credential in the A/E/C industry

Alexandria, VA—The Society for Marketing Professional Services (**SMPS**), the premier A/E/C marketing and business development association, has released an **informative infographic** about its certification program, Certified Professional Services Marketer (CPSM).

CPSM is a voluntary certification designed to elevate the professional standards in marketing. Furthermore, the CPSM designation serves as a mark of distinction for professional services marketers and business developers, raising their standing with their employers, peers, and the public. The designation was introduced in 1999.

Data for the infographic titled *The Value of Being a CPSM* was based on information compiled from two sources: the **2013 SMPS Marketing Compensation and Metrics Survey** and the **2015 Value of CPSM Survey**. In total, more than 1,300 individuals have entered data. These surveys, open to SMPS members and nonmembers, have been valuable resources for obtaining information about marketing/BD professions, the A/E/C industry, and the value of SMPS programs and services. Kevin Doyle, certification manager at SMPS, states, “The CPSM designation adds credibility to marketers and business developers who are looking for career growth. The survey results show that the program offers great benefits and is considered a highly recognized credential in the A/E/C industry.”

Based on the compiled data, CPSMs make 30% more in salary on average than their non-certified counterparts. In addition, they make 78% more on average in bonuses. Some direct benefits of having the CPSM designation include job access, firm and peer recognition, increase in responsibility, and promotion. In addition, 90% of CPSM respondents stated they intend to recertify. For more facts and figures, please view *The Value of Being a CPSM*.

For more information about the CPSM program visit the **Certification** section of the SMPS website. Questions may be directed to Kevin Doyle at 703.549.6117, ext. 232.

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About the Society for Marketing Professional Services

The Society for Marketing Professional Services (SMPS) is the only marketing association offering A/E/C professionals the network, knowledge, and training to build business. SMPS offers members professional development, leadership opportunities, and marketing resources to advance their careers. SMPS represents a dynamic network of 6,300+ marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms. The Society and its chapters benefit from the support of 3,650 design and building firms, encompassing 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors.

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