



Asheya L. Warren, FSMPS, CPSM

CEO

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For twenty years, Asheya Warren, FSMPS, CPSM, has worked with numerous architecture/engineering/construction (A/E/C) and commercial real estate firms, ranging from large national corporations to emerging minority-owned/small businesses. Her involvement focuses on major commercial construction management, architectural/design, and real estate development projects in the public, private, and non-profit sectors. Her career began in residential development and currently focuses on executing national industry campaigns such as Construction Inclusion Week and AEC client project pursuits throughout Texas. Asheya's expertise encompasses strategic community building, DEI strategy, non-profit marketing, and community engagement. As a two-term past president of the Dallas Chapter of the Society for Marketing Professional Services (SMPS, now SMPS North Texas), she was the first African-American chapter president for the SMPS Dallas chapter, and constantly champions diversity and equity within the scope of all project engagements. In 2020, Asheya was appointed as the founding chair of the Society's National Diversity, Equity, and Inclusion (DEI) Committee. Now serving at the Chair Emeritus, she continues to define and determine the inclusion strategy for the organization through a focus on external relations through industry partnerships. She is also the incoming Texas Advisory Board Chair for the Trust for Public Land where her leadership will oversee park development initiatives throughout the state of Texas, including a new urban greenbelt and five community parks. Areas of specialization include strategic communications, market differentiation, DEI and corporate responsibility strategy, organizational consulting, business development, public relations, crisis communications, public information, development activation, and community engagement initiatives. Asheya's industry perspective is rooted in her understanding of technical details, marketing best practices, and community concerns. Led by a sense of community and championing for the common good- Asheya reflects this consciousness during all client engagements, civic involvement, and industry engagement.