



Catherine Diaz DeWitt, FSMPS, CPSM

Principal, Chief Marketing/Strategy Officer

Burdette, Koehler, Murphy & Associates, Inc., Baltimore, MD

SMPS Maryland

Catherine DeWitt, FSMPS, CPSM, is an accomplished marketing professional with over 24 years of experience in the architecture, engineering, and construction (AEC) industry. She graduated from Jefferson with a bachelor's degree in marketing and began her career as a Marketing Coordinator at an engineering firm in Baltimore. Since then, Catherine has held various leadership positions at small and large AEC firms in Maryland, North Carolina, and Virginia, where she has made significant contributions to the industry. Throughout her career, Catherine has focused on strengthening client relationships, developing innovative marketing strategies, and expanding company operations to drive growth and success. At BKM, she is a Principal and the Chief Marketing/Strategy Officer; Catherine has led the implementation of three strategic plans, resulting in the firm's growth by 200%. She is also the first woman and non-technical Principal at BKM, a testament to her leadership and expertise. As a C-suite executive, Catherine is responsible for all marketing and business development activities and initiatives at BKM. Her passion for professional development is evident through her active involvement in the Society for Marketing Professional Services (SMPS). Catherine served as the 2016 SMPS Maryland Chapter President, where she led the chapter to win the Grand Prize Striving for Excellence Award among all national chapters. While in North Carolina, she also served as President of the SMPS Research Triangle Chapter (RTC). As a Certified Professional Services Marketer (CPSM), she launched the first CPSM Study Group for the RTC. Four individuals she has supervised have served as Presidents of their local SMPS Chapters. Catherine lives in Baltimore, Maryland, with her husband, daughter, and two dogs, and in her spare time, she is either listening to music or reading a book.