



Fawn Radmanich, FSMPS, CPSM

Marketing Strategist

PCL Construction

Fawn Radmanich, FSMPS, CPSM, is the Marketing Strategist for PCL Construction's California buildings operations. As a 24-year AEC industry veteran, Fawn has been a dedicated member of the Society for Marketing Professional Services for the past 19-years. During her member tenure, she has held chapter and Society-level leadership positions, including service as the SMPS/LA chapter president and Society's Certification Committee Chair. Fawn is generous with her knowledge and regularly presents on best practices for chapters throughout the U.S. and Canada, as well as other industry organizations including NAWIC and the ACE Mentoring Program of America.

Fawn is a roll-up-her-sleeves strategist that plays in everybody's sandbox with a focus on solving the most complex and interesting challenges. Her expertise includes working with teams to win multi-million- and billion-dollar design and construction projects, developing opportunities for brand impact for individuals and organizations, and finding ways to foster employee engagement and belonging.

As a leader, Fawn strives to motivate and inspire a high-performing teams to keep moving forward in spite of the challenging world environment, and is in turn inspired by their energy, innovation and dedication. As a strategic marketing and communications professional, Fawn has been involved in more than 800 pursuit efforts and multiple market sectors, including higher education, civic, theme park entertainment, aviation, data centers, seismic/historic renovations, sports, hospitality, laboratories, residential, office, and retail.