



Jennifer Wahl, FSMPS, CPSM

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Jennifer Wahl, FSMPS, CPSM, isn't the kind of person who waits around until someone else says "go." Instead, she's constantly developing opportunities to advance Karpinski Engineering's position and brand. Jennifer understands how to get things done and advance in the workplace. Her 25 years in the industry encompass marketing for all three letters of A/E/C – architecture, engineering, and construction. She has worked as a one-woman department cranking out proposals, led a marketing team to deepen their contributions to the firm, and served as an internal business advisor to ownership. At Karpinski Engineering, she serves as an advisor to firm leadership and an advocate for marketing's ability to advance the business. In contrast to the traditional A/E/C marketing model, focused almost exclusively on proposals, Jennifer leads a more comprehensive approach. Project capture strategies, proposals, thought leadership, and digital marketing all contribute to a robust firm presence. Jennifer is energized by the dynamic, fast-paced nature of the A/E/C industry, and she appreciates the way the industry contributes to people's everyday lives. She is a founding member of the SMPS Northeast Ohio Chapter and is a Certified Professional Services Marketer.