



Kelly Sternberg, FSMPS, CPSM

Director of Branding + Communications
Barton Malow Holdings, Southfield, MI
SMPS Southeast Michigan

Kelly Sternberg, FSMPS, CPSM, is Director of Branding + Communications at Barton Malow – a world-class construction firm headquartered in Southfield, Michigan. As a 17-year veteran of the firm, she has extensive experience planning and executing strategies that help Barton Malow achieve its business goals and is passionate about telling the stories of how the firm builds people, projects, and communities. In 2022, Kelly was recognized by her firm as the recipient of Barton Malow’s Ben C. Maibach Jr. Leader Award. As Director, Kelly leads a team of talented creative and communications professionals that is centered on communicating how the Barton Malow Experience provides unique value to internal and external stakeholders. Kelly and her team leverage the firm's unique value propositions to develop strategic, engaging, and creative content that articulates Barton Malow’s vision to advance the industry and build a legacy that shapes future generations. Kelly joined the Society for Marketing Professional Services (SMPS) Southeast Michigan chapter in 2006 and earned her certified professional services marketer (CPSM) designation in 2011. She is also an active Commercial Real Estate Women (CREW) Detroit member. She has served in various leadership positions within both organizations throughout her career and is serving as the Education Director on the 2022-2023 SMPS Southeast Michigan Board of Directors. A lifelong Michigan native, Kelly resides with her husband and young daughter in Berkley, Michigan. Kelly is a proud graduate of Leadership Detroit (Class XLIII) and obtained her Bachelor of Business Administration in Computer Information Systems from Western Michigan University.