



Laura Ewan, FSMPS, CPSM

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Laura Ewan, FSMPS, CPSM, is a Senior Associate at Hickok Cole, a forward-focused design practice based in Washington, DC. As Director of Marketing + Communications, she leads a five-person team charged with distinguishing Hickok Cole's brand, culture, and market position in ways that further their mission to do work that matters. This includes partnering to produce the firm's annual strategic plan and award-winning Art Night fundraiser benefiting Washington Project for the Arts. Laura has led three corporate rebrand initiatives for large and international design practices—helping each of her firms identify, launch, and maintain an authentic brand that resonates with clients and employees alike. She specializes in creative internal and external communications practices that reinforce corporate culture, encourage transparent leadership, and drive accountability around firm goals. As a Certified Professional Services Marketer (CPSM), Laura is passionate about helping AEC marketers grow their careers and influence through intentional professional development. In 2015, she co-created the first AEC marketing podcast to bring on-demand communications education to her network of peers. She speaks regularly on topics related to strategic planning, brand and culture, and marketing fundamentals. In 2022, she was selected to share her experience leading Hickok Cole's application for an ILFI Just Label at Amplify AEC—a program she'll be reprising this fall for AIA's 2023 Women's Leadership Symposium. Laura is an active member of the Society for Marketing Professional Services and a Past President of the Washington, DC chapter, where she serves as Chapter Advisor. In 2022, Laura was recognized by chapter leadership with the Ginny Soloman Golden Tuba Award for her service, accomplishments, and professional impact. In her personal time, she enjoys being an aunt, playing golf with her husband, expanding her jewelry collection, and binge-watching Bob's Burgers on repeat.