

## FOR IMMEDIATE RELEASE

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### **SMPS HQ Team Expands With The Addition of Three New Hires**

*The number of new employees bolsters the Society's commitment to professional development and marketing.*

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**Alexandria, VA (May XX, 2019) – The Society for Marketing Professional Services (SMPS)** is pleased to announce that **Amanda K. Smith, Lauren H. Waldron, and Semra C. Ergun** joined the staff of the Society. Ms. Smith develops and leads the educational programming of the Society. Ms. Waldron promotes the non-dues revenue products and annual events of the Society. Ms. Ergun plans and coordinates the educational and professional development events and programs of the Society.

**Michael V. Geary**, CAE, chief executive officer of SMPS and the SMPS Foundation, states that, “the addition of our new staff demonstrates our dedication to adding top-tier talent and strengthens our Knowledge and Professional Development and Marketing teams.”

The following is a list of the Society's new hires:



**Amanda K. Smith** spent the last 18 years in the nonprofit sector, developing and curating professional development programs for the adult learner across multiple career levels. For SMPS she serves as vice president, knowledge and professional development for the Society and oversees educational events and products. Throughout her career, Ms. Smith worked across multiple industries, including health care, commercial real estate, food service and broadcast media. Her specialties include instructional design and content development. Amanda also serves on the board as president and spokesperson for the

Alliance for Women in Media, National Capital Area Chapter where she develops media professionals through career development initiatives.



**Lauren H. Waldron** brings extensive experience in marketing, communications, and public relations from her time at associations, other nonprofit organizations, and professional services firms. Formerly, she managed the marketing of non-dues revenue and professional development programs at the National Association of Social Workers. She also served as a deputy spokesperson of an *Am Law 100* law firm, where she worked in public relations and communications. Ms. Waldron earned her B.A. in

Communication and American Government from George Mason University and has a certificate in Digital Media and Marketing from Duke University.



**Semra C. Ergun** has an extensive background in media, advertising, marketing, and event management. For more than a decade, Ms. Ergun managed and led multiple events for top companies and organizations. Some of these firms include Yelp, Under Armour, iHeartMedia, Six Flags America, and Redskins (ESPN Radio), as well as nonprofits such as the Public Education Network and USAction. She has a passion for logistics, organizing and executing fun and educational events. During her free time, Ergun enjoys doing improv comedy, voice acting, making pottery, hiking, and blogging. She also volunteers as director of event logistics for the Alliance for Women in Media, National Capital Area Chapter to help empower women and build leadership opportunities.

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**Business Transformed Through Marketing Leadership:** The Society for Marketing Professional Services (SMPS) is the only organization dedicated to creating business opportunities in the A/E/C industries. With more than 7,000 members, SMPS provides leadership and professional development programs, industry research, business-building events, and vital marketing resources. Through SMPS, A/E/C professionals in North America tap into powerful networks to form project teams, secure business referrals and intelligence, and benchmark performance. The Society is committed to validating the practice of marketing and business development as essential to the success of all professional services firms.