



Perryn Olson, FSMPS, CPSM, CCMP

Chief Marketing Officer

REX.one (REX Construction, REX Engineering, REX Technology), New Orleans, LA
SMPS Southeast Louisiana

Perryn Olson, FSMPS, CPSM, is the Chief Marketing Officer for all of the REX.one brands, which includes REX Engineering Group, REX Construction Services, REX Technology Solutions, and SuperDroid Robots. He is based in New Orleans and REX.one has offices in Chicago, Los Angeles, Orlando, and Raleigh. He has spoken and written extensively within the build and tech industries, wrote the Construction Executive's Guide to Brand Marketing, is quoted in numerous marketing publications, and regularly appears on industry podcasts. Perryn is a member of the Southeast Louisiana chapter of SMPS and he earned his Certified Professional Service Marketer (CPSM) designation from SMPS and became a Certified Construction Marketing Professional (CCMP) from the Construction Marketing. He has served SMPS at the local, regional, and Society level as chapter president and board member, Southern Regional Conference co-chair, and served on multiple SMPS committees. Because of his efforts, SMPS Southeast Louisiana has named Perryn "Member of the Year" and inducted him into their Hall of Fame. ENR also listed Perryn on their Forty Under 40 list and New Orleans CityBusiness named him to their One to Watch lists in both Construction and Technology. Outside of SMPS, Perryn founded the Louisiana Healthcare Support Alliance and New Orleans Executive Connections. He previously volunteered as a Boy Scout and Venturing leader after earning his Eagle Scout rank, was an Advanced Animal Handler and Educator with Audubon Zoo, and currently is an assistant coach for his daughter's swim team. For Perryn, being recognized as an SMPS Fellow is not the pinnacle of his career, it is more of a stepping stone. It allows him to better serve his SMPS chapter and be an inspiration for other members to get engaged, continue to learn and grow their careers, and make lifelong friends as he has in SMPS.