

MARKETER OF THE YEAR

Fillable Application Form

Award Description: Recognizes a marketing professional whose measurable contributions, leadership, innovation, and industry engagement significantly elevated their firm and the A/E/C profession.

Conference Connection: This form uses the SMPS SERC 2027 Make Waves theme to reinforce bold marketing ideas, meaningful influence, and measurable outcomes.

Eligibility

- Marketer with 5+ years of AEC experience.
- Demonstrates innovative and creative marketing strategies throughout 2025-2026 with measurable contributions to firm success.
- Active SMPS member in a regional chapter.
- Eligible SMPS chapter affiliation.

Eligible regional chapters include Alabama, Atlanta, Charlotte, Central Florida, Nashville, North Florida, Palmetto, Research Triangle, South Florida, Tampa Bay, and Virginia.

Submittal Requirements

- Two letters of recommendation demonstrating accomplishments outside the candidate's normal scope of work that are worthy of distinction.
- One letter must be from a supervisor.
- One letter must be from a member of an eligible SMPS chapter: Alabama, Atlanta, Charlotte, Central Florida, Nashville, North Florida, Palmetto, Research Triangle, South Florida, Tampa Bay, or Virginia.

Section 1 - Candidate Profile

Name	
Title	
Firm	
Years of Experience	
SMPS Chapter	Select
Application Contact Email	
Supervisor Name / Title	



Section 2 - Application Narrative

Measurable Contributions. *Describe the measurable impact of the candidate's marketing work. Evidence of results should be supported by numbers and measurable outcomes.*

- Proposal wins
- Campaign performance
- Revenue influenced
- Brand awareness growth
- Recruiting support

Response guidance: up to 500 words. Provide metrics from 2025-2026 and connect results to business goals.

Leadership. *Provide examples of the candidate's leadership and influence. Leadership should demonstrate influence beyond the candidate's job description.*

- Team leadership
- Mentorship
- Internal influence

Response guidance: up to 500 words. Include examples of influence beyond the candidate's regular responsibilities.





Innovation. *Describe how the candidate introduced meaningful change. Innovation should show meaningful change through new programs, technologies, or process improvements.*

- New programs
- Technologies
- Process improvements

Response guidance: up to 500 words. Highlight creative thinking, adoption, implementation, and outcomes.

Industry Engagement. *Provide examples of service to SMPS or other industry organizations. Industry contribution should elevate SMPS, another industry organization, or profession.*

- SMPS leadership/involvement
- Other industry organization leadership/involvement
- Speaking/writing

Response guidance: up to 500 words. Include behind-the-scenes and forward-facing contributions where applicable.





Impact Statement. *Describe why the candidate deserves recognition. Provide feedback on why each criteria score was given. Feedback may be shared with applicants who do not win.*

- Why the candidate deserves recognition
- How they have elevated their firm
- How they have influenced colleagues, clients, or the profession
- Why their accomplishments matter

Response guidance: up to 500 words. Focus on impact to the firm, colleagues, clients, and the broader A/E/C profession.

Required Attachments

Please provide the required attachments as a part of this application document.

- Resume
- Recommendation Letter #1
- Recommendation Letter #2



Evaluation Reference

For applicant awareness, judges will look for evidence of results, leadership, innovation, and industry contribution. Numbers matter, as do examples of influence beyond the job description and meaningful change introduced by the candidate.

Criteria	Points
Business Impact	35
Leadership	20
Innovation	15
Industry Engagement	10
Recommendations	10
Impact Statement	10
Total	100