



Newman of Simpson Gumpertz: Challenges help you grow

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Name: Alexis Newman, MBA

Title: Senior Corporate Marketing Specialist

Company Name: Simpson Gumpertz & Heger Inc.

Yrs in Comm. Real Est.: 9 years

In the last 12 months, which project, transaction, honor or accomplishment are you most proud of and why?

Being elected to the 2014-2015 board of directors for the largest chapter of SMPS (Society for Marketing Professional Services) was a proud accomplishment for me, in large part because I felt it solidified my place among my peers in the A/E/C industry. As director of communications for the New York chapter, I am constantly presented with challenges that help me grow both personally and professionally, and I have the opportunity to lead a committee of amazing, talented volunteers. I was also recently promoted to senior corporate marketing specialist at my firm, Simpson Gumpertz & Heger.

What were your biggest fears when you started out in your profession?

Having come from a purely scientific educational background, my biggest fear was allowing my lack of industry knowledge to hold me back professionally. I soon conquered this fear by taking the next step in my pursuit of applicable knowledge. I completed a fully-employed MBA program, graduating with an MBA in Marketing (with Honors) from Pepperdine's Graziadio School of Business & Management.

What is your favorite quote?

I have two favorite quotes:

i. "The question isn't who's going to let me; it's who is going to stop me." ~Ayn Rand

ii. "I am grateful to be a woman. I must have done something great in another life." ~Maya Angelou

What are you doing differently in 2014 that has had positive impact on your career?

I am facing challenges head-on on by taking on tasks that I am not 100% confident I know how to do. It has definitely helped me grow and learn and I feel that it has contributed to my recent professional accomplishments.

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