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2017 Year in Review: Alexis Newman, Simpson Gumpertz & Heger

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Name & Title: Alexis Newman, MBA, Senior Marketing Specialist

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What was your most notable project, deal, transaction or professional achievement in 2017?

My most notable and most challenging professional achievement this year has been serving as President-Elect and then as President of the New York Chapter of the Society for Marketing Professional Services (SMPS). I hope to leave a positive legacy by the end of my term for my successors and my marketing peers.

Who or what contributed to your success in 2017 and why?

I wouldn't have had such a great 2017 without the invigorating volunteer spirit of SMPS New York's members, both new and seasoned, and the support of our board members, who have stood behind my ideas as I entered my term as Chapter President.

What trends will impact your business in 2018?

Increasingly strict energy code requirements will result in more project opportunities as stakeholders struggle to meet these new guidelines. Large development projects—WTC and Hudson Yards—are causing people to move from Midtown to the financial district and the West Side, creating adaptive reuse opportunities in the existing buildings they leave behind. Growth in commercial construction and university spending will also provide for additional project opportunities in 2018.

On the residential side, we are seeing continued slowdown in the high-end residential market in Manhattan, but we could see an uptick in residential projects in the outer boroughs, especially in the Bronx.

We are also seeing an uptick in PPP and design-build project delivery, which will open up several opportunities to collaborate on projects earlier in the process.

