



2018 Women in Real Estate and Construction Services: Alexis Newman, Simpson Gumpertz & Heger

March 20, 2018 - Spotlights

Name: Alexis Newman, MBA

Title: Senior Marketing Specialist

Company Name: Simpson Gumpertz & Heger (SGH); President, Society for Marketing Professional Services (SMPS) New York

Years in your current field: 14

What professional organizations or associations are you a member of? SMPS

What was your greatest professional accomplishment in 2017?

Serving as 2017-2018 president of Society for Marketing Professional Services New York, while managing a nationwide client events program for Simpson Gumpertz & Heger. Professionally, it has been the most challenging and the most rewarding time of my life.

What was your most notable project 2017?

For SMPS, my most notable project was managing the redesign of our chapter website, scheduled to launch in Spring 2018! For SGH, it was managing our full-day design and construction symposium, Create +Construct 2017, which took place in NYC on September 19 at the Rubin Museum of Art. More than 100 experts and practitioners from across the AEC industry converged for a full-day discussion on breathing new life into existing structures. The symposium featured a series of conversations with engineers, architects, contractors, owners, industry representatives, and city officials on adaptive reuse and rehabilitation projects. The conference has recently expanded to a national audience, with dates scheduled in Boston, Los Angeles, and San Francisco.

If you have had a mentor in your career, who was it and what did they teach you?

I consider several of SMPS New York's volunteers to be my mentors. Over the years, working with each of these passionate, talented AEC marketing professionals has taught me a great deal about how to do my job better and how to put my best foot forward in everything I do.

What trends are you seeing so far this year in your field?

In the face of climate change, many are realizing they can do better when it comes to building performance. In addition to meeting the new energy code requirements, designers and builders are looking beyond the code at things like Passivhaus and NYC Local Law 31 to reduce energy use and operational costs, resulting in efficient buildings and positive impacts on the environment.

When I am not working I am....

Exploring NYC, watching movies, trying new restaurants, and planning my wedding for Fall 2019!

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