



Soldano of Lockwood, Kessler & Bartlett, Inc. named Fellow by Society for Marketing Professional Services

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Lockwood, Kessler & Bartlett, Inc. (LKB) announces that Diana Soldano, FSMPS, CPSM, director of marketing operations, has recently been designated as a Fellow by the Society for Marketing Professional Services (SMPS).

Each year, the society recognizes exceptional members who, through their tenure with SMPS, A/E/C marketing experience, and contributions to the society and the profession, are selected by their peers to receive the designation of SMPS Fellow. Out of a membership of over 6,000 nationwide, only 115 hold the designation of Fellow.

SMPS Fellows represent the highest level of experience and leadership in marketing and business development within the A/E/C industry. Individuals who have been members of the Society for at least 10 of the past 15 years and hold a current Certified Professional Services Marketer (CPSM) certification are eligible to apply for Fellows recognition.

Soldano's unprecedented professionalism and work ethic has been evident throughout her 25 years of experience in the field of marketing engineering and architecture services. As well as becoming a Fellow, Soldano is a Certified Professional Services Marketer and she is currently on the teaching faculty for SMPS's Business Development Institute.

She recently researched and was a co-author of a book titled "A/E/C Business Development - The Decade Ahead", which focuses on the buying and selling of design and construction services.

Soldano is a regular speaker and presenter at local, national and regional conferences on marketing best practices, has taught leadership workshops for SMPS committee and board members, and is a regular contributor to local and national journals and newsletters.

LKB is a full-service consulting engineering firm, headquartered in Syosset, with satellite offices in Pleasantville, NY and Waterbury, CT. LKB serves municipalities, government agencies and private clients in the tri-state area as a one-stop source for their engineering and professional services needs.

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