



## **SMPS-NY names 2021-22 executive committee and board**

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New York, NY The Society for Marketing Professional Services New York Chapter (SMPS-NY) named a new Executive Committee and Board of Directors for the 2021-2022 chapter year led by president Brian Ferry, senior manager for marketing and strategic communications at CNY Group.

SMPS-NY serves over 220 members from the most prominent architecture, engineering, and construction firms in New York City, New Jersey, Long Island, and Westchester/Hudson Valley.

“We are heading into a new chapter year fueled by programming that delivers unique insights to our industry and educational opportunities for professionals of all backgrounds and stages of their careers,” Ferry said. “This year’s board includes distinguished professionals from preeminent firms in and around New York City who are passionate about the Society’s mission dedicated to reshaping our profession, and steadfast in their commitment to our industry. ”

The 2021-2022 SMPS-NY Executive Committee and Board of Directors reflects the diverse and valued marketing leadership the AEC industry relies on. These officers and directors will use their unique talents and experiences to provide industry-leading professional development and lead generating opportunities while elevating the chapter’s standing throughout the industry. Chapter leaders are:

### Executive Committee

President: Brian Ferry—Senior Manager, Marketing and Strategic Communications, CNY Group  
Vice President/President-Elect: Nathan Reyna—Development + Strategy Communications Specialist, Northeast Region, VHB  
Immediate Past President: Andrew Weinberg, FSMPS, CPSM-Director of Business Development, LF Driscoll Healthcare  
Secretary: Nicole Veenstra—Senior Marketing Communications Coordinator, Langan  
Treasurer: Atena Vladu—Senior Marketing Manager, Langan

### Board of Directors

Communications & Public Relations: Manjola Gjini—Proposal Manager, AKRF

Diversity & Inclusion: Tiffany Carter-Marketing Coordinator, WSP  
Education: Sharyn Yorio, FSMPS, CPSM—Managing Principal, Next Phase Collaborative  
Programs: Elliot Baum—Principal, E Solutions Strategy  
Special Events: Brien McDaniel—Communications Strategist, Talentstar  
Sponsorship: Rory McMahon—Healthcare Practice Area Marketing Specialist, Perkins Eastman  
Director-At-Large: Kristy Cerullo—Marketing Manager, First Environment  
Long Island Affiliate: Liz O'Rourke Kupcha-President, Kupcha Marketing Services  
New Jersey Affiliate: Kimberly Graham-Director of Marketing, RSC Architects  
Westchester/Hudson Valley Affiliate: Carrie Villani-Director of Marketing, LERA  
Chapter Champion: Jeffrey Taub, FSMPS, CPSM-Vice President for Corporate Marketing, AKRF

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