



## **SMPS-NY inaugurates new Executive Committee and Board of Directors for 2022-2023 term**

September 13, 2022 - Design / Build

Nathan Reyna

New York, NY The Society for Marketing Professional Services New York Chapter (SMPS-NY), an organization for marketing professionals in the architecture, engineering, and construction (AEC) industry, celebrated the incoming Executive Committee and Board of Directors for the 2022-2023 term. Nathan Reyna, media relations and content specialist at Avison Young, will serve as chapter president and welcomes an enthusiastic group of new and veteran chapter leaders.

Opportunity is top of mind for SMPS-NY this year. “Now is the time for us to reconnect in a meaningful way, especially as we return to a more normal balance of working from home and in the office – people are out again, and the opportunity for us to re-engage with each other is ripe,” said Reyna. “We are a unique group of leaders who are passionate about our members and the work we do. I want us to leverage that enthusiasm as we jump into an exciting year and redefine how we operate, connect, and grow the careers of our members and the value to their firms.”

Reyna brings over 13 years of experience in various communications, marketing, and leadership roles to his position at SMPS-NY. Through a collaborative approach, Reyna will guide the Executive Committee and Board of Directors on a strategic level while empowering chapter members to learn and grow in a professional environment.

The 2022-2023 SMPS-NY Executive Committee and Board of Directors include:

### Executive Committee

President: Nathan Reyna, media relations and content specialist, Avison Young;  
President-elect: Olivia Farquharson, marketing director, Pavarini McGovern;  
Immediate past president: Brian Ferry, business generation and marketing lead, east, Turner & Townsend;  
Secretary: Nicole Veenstra, senior marketing communications coordinator, Langan;  
Treasurer: Corrine Collins, marketing manager, Nelson + Pope; and  
Chapter champion: Katherine DeMercurio, director of marketing, Evergreene Architectural Arts, Inc.

## Board of Directors

Director of Membership: Susan West, director of new business development, Big Show Consulting & Management

Director of Education: Sharyn Yorio, FSMPS, managing principal, Next Phase Collaborative

Director of Communications: Chris Frawley, marketing manager, Equity Environmental Engineering

Director of Public Relations: Natalie Dargham, marketing manager, Urban Atelier Group

Director of Sponsorship: Erika Moshkovich, CPSM, vice president, marketing & communications, Loring Consulting Engineers, Inc.

Director of Diversity, Equity, and Inclusion (DE+I): Tiffany Carter, marketing specialist at WSP USA

Director of New Jersey Affiliate: Cristiana Formica, marketing coordinator, Gensler

Director of Westchester/Hudson Valley Affiliate: Carrie Villani, director of marketing, LERA Consulting Structural Engineers

Director of Long Island Affiliate: Liz O'Rourke Kupcha, president, Kupcha Marketing Services

“Collectively, our experience spans across all levels of our industry, bringing valuable perspectives that help us advocate and relate to our members,” said Reyna. “This is the spirit of what SMPS-NY embodies. As we engage through volunteering, we are better positioned to continuously learn, grow, and nurture meaningful connections that lead to success.”

SMPS-NY offers networking, educational opportunities, and industry-leading research to provide members and their firms a competitive advantage. With over 240 members throughout New York City and the surrounding metropolitan region, SMPS-NY supports the AEC industry's marketing, business development, and creative service professionals. The organization provides professional development and lead generation opportunities while guiding chapter development to increase engagement while recruiting new members.

To welcome incoming leadership and celebrate the new term, the 2022-2023 Chapter Year Kick-Off event will be held on Thursday, September 15, 2022, at 5:30 PM at Hurley's Saloon in New York City. Registration to attend is free for members and non-members.

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