



Society for Marketing Professional Services New York Chapter inaugurates new executive committee and board of directors

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Olivia Farquharson

Manhattan, NY The Society for Marketing Professional Services New York Chapter (SMPS-NY) has appointed its new executive committee and board of directors for the 2023-2024 term. This year marks the chapter's momentous 40th anniversary.

The newly elected board members represent a diverse and accomplished group of individuals, each bringing unique insights and expertise to guide SMPS-NY into the future and honor its rich history of fostering excellence in the AEC marketing and business development community.

Olivia Farquharson has been elected to serve as the president of SMPS-NY. "I am honored to work alongside such an extraordinary team of industry experts, and incredibly proud to hold this esteemed position as our organization celebrates its 40-year history," said Farquharson.

"Together, we will continue to drive progress and excellence in AEC marketing and business development, building on the strong foundation laid by our predecessors. I am excited to chart a path that embraces diversity, amplifies our impact, and sets a powerful example for the entire industry."

The newly appointed board of directors is eager to build on the chapter's achievements and elevate its impact through a wide range of programs, events, and initiatives designed to enrich the professional growth of its members. They are keen on nurturing partnerships and creating opportunities that drive success and innovation in the AEC industry.

The SMPS-NY Chapter executive committee and board of directors, which takes effect September 1, 2023, include:

Executive Committee

President: Olivia Farquharson, CDMP, PCM, Director of Marketing, Pavarini McGovern

President-Elect: Erika Moshkovich, CPSM, Vice President, Regional Marketing Communications Director, Buildings, STV

Immediate Past President: Nathan Reyna, Media Relations and Content Specialist | Northeast & Midwest, Avison Young

Secretary: Nicole Veenstra, Senior Corporate Communications Coordinator, Langan

Treasurer: Corrine Collins, Marketing Manager, Nelson + Pope/Nelson Pope Voorhis

Chapter Champion: Andrew Weinberg, FSMPS, CPSM, Director of Business Development, LF Driscoll Healthcare

Board of Directors

Director of Diversity, Equity, and Inclusion (DE+I): Wayne Lambert, Director of Supplier Diversity, Turner & Townsend

Director of Education: Ivoire Lloyd, Director of Business Development, EXP

Director of Long Island Affiliate: Elizabeth Kupcha, President, Kupcha Marketing Services

Director of Membership: Andrea Sobocinski, CPSM, MBA, Senior Project Systems Specialist, H2M architects + engineers

Director of New Jersey Affiliate: Cristiana Formica, Client Relations Manager, Berkowsky

Director of Programs: Liz Archer, Client Relations Manager, Turner Construction Company

Director of Public Relations: Tiffany Rafii, CEO, UpSpring

Co-Director of Special Events: Natasha Camarillo, Marketing Specialist, Turner Construction Company

Co-Director of Special Events: Tony Dang, Marketing Coordinator, MdeAS Architects

Director of Sponsorship: Michelle Dugliss, Senior Marketing Coordinator, GEI Consultants

Director of Westchester/Hudson Valley Affiliate: Carly Dantschisch, Senior Marketing Specialist, VHB

To welcome incoming leadership and celebrate the new term, the 2023-2024 Chapter Year Kick-Off event will be held on Tuesday, September 12, 2023, at 5:30 PM at Hurley's Saloon in New York City. Registration to attend is free for members and nonmembers. For updates on chapter initiatives and events, please visit www.smpsny.org and follow them on LinkedIn, Facebook, and Instagram.

The Society for Marketing Professional Services (SMPS) is a non-profit organization that advances the marketing and business development professions within the AEC industry. The SMPS-NY Chapter, founded in 1983, has been a driving force in shaping the future of marketing in the region, offering its members valuable resources, educational opportunities, and networking events to promote growth and excellence.

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