



Puchades promoted to partner at CVG

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Valerie Puchades

Canandaigua, NY CVG has promoted Valerie Puchades, FSMPS, CPSM, to partner. Puchades, CVG's director of strategic planning and a senior marketing specialist, has been instrumental in developing CVG's strategic planning service line while directing the marketing programs of several CVG clients.

"From her start 3 ½ years ago at CVG, Valerie has contributed significant expertise, energy, and new ideas to our team and our clients. As CVG enters our tenth year in business, expanding our leadership team brings a fresh perspective to our strategic growth. We couldn't be more excited to welcome her to CVG's leadership team," said CVG president Emily Hall.

Highlights in her 20-plus years in the AEC industry include being an in-house marketer and serving on the leadership teams of a number of Boston-based architecture firms, being elevated to a Fellow of SMPS in 2024, serving as president of SMPS Boston (2018-2019), where she was the recipient of the SMPS Striving for Excellence Grand Prize award for Best Chapter, and being named Marketer of the Year in 2021 by SMPS Boston, the organization's highest honor.

"CVG fills a unique need in the AEC space. The staff and leadership continue to amaze me daily, and being entrusted to help guide the company toward its continuing growth is a huge honor. I have a deep respect for my fellow partners and look forward to rolling up my sleeves alongside them," said Puchades.

In her role as partner at CVG, Valerie will contribute to the strategic direction and growth of the company while continuing to work with clients to define their strategic direction and build their marketing programs.

As a management consulting firm that works exclusively with members of the architecture, engineering, and construction (AEC) industry, CVG helps design firms be better businesses.

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