

ANNE SCARLETT

Scarlett Consulting
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OVERVIEW

Business development and marketing professional with over 25 years experience, primarily within the built environment of AEC (architecture, engineering, construction) and commercial real estate. Keen ability to lead, train, coach, and educate—as endorsed through positive feedback from client engagements, presentations, and publications. Possess working knowledge of diverse market sectors—from science & technology to office interiors to higher education. Prior to consulting, established a track record of in-house business development success—attributing each company's growth and returns to savvy communications, trusting relationships, team selling, and a positive attitude. Offer enhanced credibility with an M.S. in Communications and LEED AP professional accreditation. Serve as an adjunct professor at both Columbia College Chicago and DePaul University.

Key Strengths	• Effective Business Writer	• Dynamic Public Speaker	• Well-versed with AEC Industry (Technical Background)
	• Long-term Relationship Builder	• Communication Coach	• Familiar with Diverse Market Sectors
	• Creative Strategist/Positioner	• Seasoned Trainer/Educator	• Advocate of Internal & External Community Engagement
	• Team Builder	• Cross-Discipline Collaborator	• Knowledge-sharing Advocate

EDUCATOR IN COMMUNICATION

Fall 2007-present **Adjunct Professor, DePaul University.** *Public Speaking. Business & Professional Communication. Professional Speaking Skills. Adjunct Professor, Columbia College.* *Oral Communication for Managers. Business Writing (online). Oral Expressions. Presentation Skills (graduate level). Introduction to Management.*
Seminar Speaker at Northwestern University. Master of Project Management (School of Engineering).

CONSULTANT & TRAINER

2003-present **Scarlett Consulting;** Chicago, Illinois. Training and marketing advisory services focused on AEC firms to help grow their business. **President.** See website for full suite of services, published articles, and speaking engagements. Representative work:

- Provide private communication coaching and training. Boost confidence and elevate interpersonal skills of trainee in a range of scenarios: team sales pitches; meeting facilitations; formal presentations; one-to-one client communication; networking; internal leadership; and mentoring. Focus on specific, imminent challenges. Motivate by measuring—and celebrating—growth.
- Craft Strategic Business Development Plans, with supporting detailed Market Sector Action Plans. Involves collecting stakeholder feedback (both client and employee perception); desk review of performance, processes, and staffing; benchmarking against industry standards. This iterative approach includes facilitating planning sessions to strengthen the leaderships' collaboration, consensus, and commitment.
- Contribute articles to industry publications, including: *Modern Steel Construction; CE News; RainToday* (RainGroup); *ZweigLetter* and *AE Marketing Letter* (ZweigWhite Information Services); *AE Marketing Journal* (PSMJ).
- Design, conduct and compile in-depth Client Perception Surveys. Engage clients and prospects in candid discussions. Inspire storytelling through journalistic lines of questioning. Final deliverable aims to confirm future trends, identify current challenges, and synthesize honest perceptions of the client's performance and brand.
- Prepare Marketing Audits. Analyze and evaluate existing business development workflow, processes, and employee appraisals. Provide recommendations, such as reorganizing teams and recruiting strategic hires.
- Create and deliver customized, in-house training on presentation skills—leveraging participants' innate talents and maximizing their ability to engage with clients, prospects, and colleagues.
- Conduct open-enrollment, interactive workshops focusing on a range of business development topics, such as: strategic business development planning; effective networking; relationship building; consultative-based selling; and career development for marketing professionals. Audiences have included: Society for Marketing Professional Services (SMPS); American Institute of Architects (AIA); American Council of Engineering Companies (ACEC).
- Offer annual retainer arrangement serving as On-call Chief Marketing Officer. Provide non-competing firms with senior level strategic business development approaches; individualized communications coaching; insights on industry best practices; creative techniques and processes; honest feedback.

2005-2006

ZweigWhite Information Services (now Zweig Group); Chicago, Illinois. *Leading management consulting firm for AEC Industry. Director of Business Development & Marketing Consulting Group; Principal.* *Provided leadership for delivery of key sales and marketing services, such as: Business Development & Marketing Planning; Market Sector Planning; Marketing Collateral Audits; Business Development Training; Communications Programs; Client Perception Surveys; Market Research. Speaker at national industry conferences including Buildings Conference; Pathway to Principal; AE Marketing Now; Land Development East. Frequently quoted and published in industry media such as Structural Engineer.*

BUSINESS DEVELOPMENT

1999 – 2002

CUH2A, Inc. (acquired by HDR); Chicago, Illinois. *International Architecture, Engineering, & Planning. 400-person; four offices. Director of Development for Midwest Region; Associate. Joined Chicago regional startup office. Originally charged with growing corporate office/research market. Faced challenge of minimal brand recognition in Midwest, requiring increased visibility. In December 2001, shareholders decided to focus solely on science & technology sectors. In order to align our branch office, we implemented change management strategies, and energetically refocused to sell CUH2A's brand in these specific sectors.*

- Served in leadership capacity beyond business development, including: strategic hiring and retention of talent; strengthening corporate culture and environment; corporate strategy; team building; and 360-degree feedback and mentoring.
- Increased revenue. 2001 revenue goal at \$5 M with marketing costs 9% of revenue. Hit rate results: shortlisted 40%, commissioned 25%. Credited with award of Xerox Headquarters Relocation.
- Promoted CUH2A visibility/name recognition in Midwest. Increased receipt of RFPs from 60% between 1999-2000 and 20% between 2000-1. Exposure involved introductions to targeted prospects in corporate, university, and government sectors; attending multiple conferences (CoreNet, Tradeline); and active networking in regional industry organizations.
- Developed high-impact relationships with Construction Managers/General Contractors. Hosted series of twelve team introduction meetings to top firms in Chicago.
- Influenced refinement of CUH2A strategic positioning and messages. Prepared technical writing content, such as authoring a position paper on entry into Nanotechnology sector.
- Facilitated client feedback focus groups during/post-project – Abbott, Pharmacia, Huntsman, University of Illinois, The University of Chicago. Resulted in trustworthy client relationships; honed references, quotable language, lessons learned.
- Operated as CUH2A's point person for promoting *Global Strategic Planning Group*. Networked at Tradeline conference with strategic planning principals, gaining exposure to 100 + decision-makers.
- Implemented CUH2A's shift from fully in-house project teams. Required building rapport and negotiating form sellable teams: University of Illinois; Ohio State; Xerox; Medical College-Wisconsin.
- Authored annual *Chicago Strategic Marketing Plan*; contributed to corporate-wide annual *Business Plan*.
- Supervised Marketing Coordinator; directed remote 6-person marketing team as needed.

1996 – 1999

Perkins & Will, Inc.; Chicago, Illinois. *International Architecture & Interior Design Firm. 500-person; eight offices.*

Business Development Representative for Corporate Services/Interiors Practice; Associate. *Focused on corporate interior clients, with emphasis on professional services firms.*

- Increased revenue for 30-person business unit. Consistent results over three years. 1998 revenue goal at \$2.6 M with marketing costs 8% of revenue. Submitted proposals for potential \$5.1 M total fee for new business, +/- \$170 K fee per proposal. Shortlist hit rate 73%. Commission hit rate 50% for relationship-based pursuits, 20% hit rate for reactive pursuits.
- Cultivated reliable, robust lead generation relationships; attributed 65% of leads to real estate community sources. Our team developed and delivered series of presentations to pitch *Design Planning* service: 14 brokerage firms, 4-10 attendees per.
- Played key role in initiating and winning business, including: Harris Bank; Simon Marketing; Ameritech; Jenner & Block; U.S. Filter; International Marketing Association; Oxford Health Plans.
- Collaborated with Interiors' Principals to grow relationships with existing clients. Conducted client feedback sessions to document lessons learned and maintain relationships.
- Refined written messaging of *National Project Delivery* methods for eight-office Interiors practice, to strengthen cross-selling efforts between studios and offices.
- Designed and facilitated in-house Professional Development course on *Community Involvement*. Served as a method to involve and engage staff with marketing responsibilities.

1994 - 1996

Nagle Hartray; Chicago, Illinois. *Architecture. 30-person.* Director of Business Development.

1992 - 1993

Holabird & Root; Chicago, Illinois. *Architecture/Engineering/Interiors. 125-person.* Co-Director of Business Development.

1990 - 1991

Tilton + Lewis; Chicago, Illinois. *Interior Design. 30-person.* Corporate Interior Designer.

EDUCATION

Northwestern University; Evanston, Illinois. M.S. Managerial Communications. June 1997.
Indiana University; Bloomington, Indiana. B.S. Interior Design, Minor Sociology. May 1990.

ACCREDITATIONS & AFFILIATIONS

LEED Accredited Professional.
Commercial Real Estate Executive Women (CREW), *Former Board Member.*
Young Executives Club (YEC), *Former President; Former Programs Chair.*
Corporate Real Estate Network (CoreNet), *Former Member.*