

# ANNE SCARLETT

Scarlett Consulting  
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## Summary

Business development and marketing professional with more than 19 years experience in built environment of architecture, engineering, construction (AEC), and commercial real estate. Keen ability to lead, train, coach, and educate, as acknowledged through positive feedback received about client engagements, presentations, and publications. Possess working knowledge of my clients' diverse market sectors—ranging from science & technology to office interiors to higher education. Prior to consulting, maintained a proven track record of in-house business development success—attributing each company's growth and returns to strong relationships, team selling, and a positive attitude. Offer enhanced credibility with an M.S. in Communications, and strive to strengthen the communication abilities of our country's future by serving as an adjunct professor at Columbia College.

<b>Key Strengths</b>	• Exceptional Writing Ability	• Dynamic Public Speaking	• Communications Coaching
	• Long-term Relationship Building	• Team Building	• Diverse Client Base
	• Creative Strategic Positioning	• Managing Change	• Technical AEC Experience

## EXPERIENCE 2003-present

**Scarlett Consulting**, Chicago, Illinois.

Marketing advisory services provided specifically to AEC clients to help them grow their businesses.

**President.** *Founder of niche consulting firm, serving Midwest client base. Featured service: On-call Chief Marketing Officer—an annual retainer arrangement, providing non-competing firms with senior level strategic business development and marketing approaches; individualized communications coaching; insights on industry best practices; creative techniques and processes; and candid feedback. Full suite of services described on [www.annescarlett.com](http://www.annescarlett.com). In addition, deliver customized in-house workshops, along with open-enrollment presentations for audiences such as Society for Marketing Professional Services (SMPS); American Institute of Architects (AIA); American Council of Engineering Companies (ACEC). Regularly published in *Modern Steel Construction*; *CE News*; *RainToday*; *ZweigLetter*; *AE Marketing Letter*; and *PSMJ A/E Rainmaker*.*

## 2005-2006

**ZweigWhite**, Chicago, Illinois.

Leading Consulting and Information Services Firm for A/E/C Industry.

**Director of Business Development & Marketing Consulting Group; Principal.** *Provided leadership to deliver key services: 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*.*

## 1999 - 2002

**CUH2A, Inc.**, Chicago, Illinois.

International Architecture, Engineering, & Planning Firm. 400-person; four offices.

**Director of Development for Midwest Region; Associate.** *Joined Chicago regional startup office during its second year. Originally charged with growing corporate office/research market. Faced challenge of minimal brand identity in Midwest, requiring increased visibility. In December 2001, eliminated corporate office pursuits in response to shareholders' new business direction towards science & technology. Energetically re-focused to identify and sell CUH2A differentiators in this market.*

- 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.
- Raised 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 corporate, university, and government clients; attending multiple conferences (CoreNet, Tradeline).
- Generated critical relationships with Construction Managers/General Contractors; hosted series of twelve team introduction meetings to top firms in Chicago.
- Influenced refinement of CUH2A message & strategic positioning. Authored position paper outlining timely entry into progressive nanotechnology market.
- Conducted client feedback sessions during/post-project – Abbott, Pharmacia, Huntsman, University of Illinois, University of Chicago. Resulted in trustworthy client relationships; honed references, quotable language, lessons learned. Solidified my role as accessible, objective CUH2A contact.
- Supervised Marketing Coordinator; directed remote 6-person marketing team as needed. Expanded leadership contributions – recruiting; advancement of esprit de corps; mentorship for interns; technical writing; corporate strategy.

- Served as CUH2A's key point person to market *Global Strategic Planning Group*. Networked at Tradeline conference with strategic planning principals, gaining exposure to 100 + decision-makers.
- Shifted from CUH2A's policy of fully staffed in-house teams. Required rapport building/negotiations to form saleable teams: University of Illinois; Ohio State; Xerox; Medical College-Wisconsin.
- Authored annual *Chicago Marketing Plan*; contributed to corporate-wide annual *Business Plan*.

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. Performed consistently 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, averaging \$170 K fee per proposal. Shortlist hit rate 73%. Commission hit rate 50% for relationship based/proactive pursuits, 20% hit rate for reactive pursuits.
- Developed larger, reliable lead generation base, attributing 65% of lead sources to real estate community. Established formal Presentation Series: 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.
- Teamed with Interiors' Principals to grow relationships with existing clients. Conducted intermittent evaluations with select clients to establish lessons learned and to maintain relationship.
- Honed communication of National Project Delivery methods for eight-office Interiors practice.
- Conducted Professional Development course on *Community Involvement*.

1994 - 1996

**Nagle Hartray Danker Kagan McKay Architects**, Chicago, Illinois.

Regional Architectural Firm. 30-person; local office.

**Director of Business Development.** *Strived to strategically balance new opportunities to accommodate a highly diverse, five-prong leadership. Focus: education (secondary/higher), technology, housing (elderly/ market rate), municipal.*

1992 - 1993

**Holabird & Root**; Chicago, Illinois.

Regional Architectural, Engineering, & Interiors Firm. 125-person; two offices.

**Co-Director of Business Development.** *Grew rapidly in position, resulting in promotion to leadership role from Business Development Representative. Cultivated opportunities in soft economy. Focus: corporate, higher education, historic preservation—within Illinois, Indiana, Michigan, Ohio.*

1990 - 1991

**Tilton + Lewis**; Chicago, Illinois.

30-person Interior Design Firm.

**Interior Designer for Corporate Office Clients.** *Gained technical perspective on client priorities, team structure, schedules/budget, documentation. Marketing tasks: informal presentations, photography library.*

**EDUCATION**

**Northwestern University**; Evanston, Illinois. M.S. Managerial Communications. 1997

**Indiana University**; Bloomington, Indiana. B.S. Interior Design, Minor Sociology. 1990

**AFFILIATIONS**

**Commercial Real Estate Executive Women (CREW)**, Board Member 2002 – 3; Active Member: 1998 – present

**Young Executives Club (YEC)**, President 2001-2; Board Member 1998 – 2002

**Corporate Real Estate Network (CoreNet)**, Active Member 1998 – 2003

**INTRIGUING ENDEAVORS**

**Adjunct Professor at Columbia College.** *Oral Communications*, Spr08-present. *Introduction to Management*, Fall07. **Invention.** Personally designed, produced, and pitched prototype for a sweater organizer. Two manufacturers further developed and tested product - exploring production, pricing, and retailers.

**Author.** Formed Ha! Laboratories, a company dedicated to creation of products around subject of laughter.

**Travel photography business.** Exhibit and sell around-the-world imagery for fine art and stock usage.