

SMPS MEMBER SPOTLIGHT

Tiffani M. Evans

How did you decide to have a career in the A/E/C industry?

It's kind of a funny story. I never thought I would be in this industry. I went to college for a degree in studio art and graduated, but had nothing lined up. My best friend landed a job with Busch Gardens in Florida, so we drove there together to help her move. I flew back to Ohio solo, and on my connecting flight my now-boss sat next to me on the plane. I learned about A M King and by the end of a nice discussion about photography and design, Brian told me he needed a project assistant on a site in Ohio. Shortly after, I accepted the assistant position and a year later a marketing position was created for me at the corporate office. I accepted and I've been in this industry ever since.

How would you describe your role/job?

A jack-of-all-trades! From editing content to project photography to designing a new website, there is never a dull moment.

What is your favorite part of the job?

I'm always learning, not just from a marketing perspective. I am constantly learning about the projects my operations team works so hard to build and maintain. For example, I can tell you about the importance of positive air pressures in a food facility.

What have been the challenges and rewards of your career?

At first, understanding marketing with limited experience was a huge challenge, but that has also made my career quite rewarding. When I learn and grow, A M King succeeds and that really humbles me.

What has been your most meaningful project?

I helped my client win Food Plant of the Year. The project was Northeast Foods, a bun baker for McDonald's. The facility is the fastest fully automated bakery in the world, producing 1,400 buns/minute.

How has membership in SMPS helped you to advance your firm and your career?

SMPS has given me confidence to succeed. When I attended Build Business in Los Angeles, I came back with 10 pages of notes. My boss was so impressed with SMPS that he asked me to present what I learned at our quarterly staff meeting.

What has contributed to your success?

SMPS. You get out what you put in. Volunteer your time and doors open.

What advice would you give to someone who is about to enter the marketing or business development field?

Find a local organization like SMPS and volunteer your time and grow your network.

What is the best advice you've received regarding your career or working in the A/E/C industry?

Constantly learn. ■



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COMPANY:
A M King

POSITION:
Marketing

YEARS IN THE A/E/C INDUSTRY:
9

YEARS IN SMPS:
8

