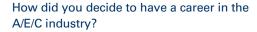
#### SMPS MEMBER SPOTLIGHT

### Tiffani M. Fvans



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. •



### Tiffani M. Evans

COMPANY: A M King

POSITION: Marketing

YEARS IN THE A/E/C INDUSTRY:

9

YEARS IN SMPS:

8

