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Brothers of Nitsch Engineering to speak at Society for Marketing Professional Services (SMPS) Build Business national conference

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Lisa Brothers, PE, LEED AP BD+C, president and CEO of Nitsch Engineering, will participate in a panel on "Leadership: Expectations from the C-Suite" at the Society for Marketing Professional Services (SMPS) Build Business national conference in Chicago on August 25th. Brothers will be joined by Jeffrey Gerber, president and CEO of PGAL Architects; Scot Pepper, senior vice president of business development and marketing of Pepper Construction Co.; and moderator, Craig Galati, AIA, president of Lucchesi Galati.

The panel will explore what the marketing expectations of CEOs and COOs are for their employees. SMPS's Build Business is the premier business development, marketing, and management conference designed to educate and connect Architect/Engineer/ Construction industry leaders. With a network of 6,000 marketing and business development professionals from architectural, engineering, planning, interior design, and construction firms, SMPS is the only organization dedicated to creating business opportunities in the A/E/C industry.

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