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Kellogg named director of marketing at Leggette, Brashears & Graham, Inc.

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Marcia Kellogg has been named director of marketing at Leggette, Brashears & Graham, Inc. (LBG), a professional groundwater and environmental engineering services firm.

In her new position, Kellogg will oversee all internal and external communications and business development activities for the firm nationwide, including media relations, advertising, social media, website, presentation development, trade show planning, proposal production, and publications.

She has 21 years of professional services marketing experience, having served in various leadership and marketing roles for architectural, engineering and construction management firms throughout Connecticut. Prior to joining LBG, she was marketing manager at Standard Builders, a leading construction management organization in Newington, Conn.

A past president of SMPS Connecticut, Kellogg has conducted seminars in marketing and facilitated numerous programs to benefit the industry. In 2014, she founded the A/E/C Marketing Think Tank, a brainstorming process involving senior level marketing professionals and principals serving the design and construction industry to help peers solve their greatest marketing challenges collectively, creatively and constructively. She is a contributing author for the SMPS Marketer magazine, Professional Services Marketing Journal (PSMJ) and High Profile Monthly magazines and also serves on the board of the ACE Mentor Program of Connecticut. She was named the SMPS CT Member of the Year in 2011 for outstanding, dedicated service.

Leggette, Brashears & Graham, Inc. was the first consulting firm in the United States to specialize in groundwater geology. For over half a century, LBG has been a recognized leader in the development and management of groundwater resources as well as environmental and remedial engineering. Headquartered in Shelton, LBG has 21 regional offices throughout the U.S.

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