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## **McGillicuddy of Acentech earns SMPS Marketing Professional of the Year award**

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Sarah McGillicuddy, Acentech

Boston, MA Sarah McGillicuddy, director of marketing and business development at Acentech, was awarded the Society for Marketing Professional Services (SMPS) Boston Chapter's Marketing Professional of the Year. The award was presented at the annual SMPS Boston Awards Gala on June 7.

The SMPS Marketing Professional of the Year Award honors an architectural, engineering, construction (AEC) professional with at least seven years of marketing experience who has contributed to the success of his/her firm and actively participates as a member in the SMPS Boston Chapter. SMPS is comprised of more than 6,000 marketing and business development professionals working to secure profitable business relationships for their A/E/C companies, and SMPS Boston is one of the largest and most active chapters. McGillicuddy is a past president of SMPS Boston, and has been a member of the chapter for thirteen years. She is also active in many other local organizations such as; CoreNet New England, NAIOP, IFMA, Women in Bio, ISPE, CREW; and the American Cancer Society - Cancer Action Network.

Most recently, McGillicuddy co-founded the Boston chapter of Professional Women in Construction.

In her five years at Acentech, McGillicuddy has accomplished numerous milestones including: rebranding the firm's logo and marketing collateral; spearheading the development of a new website (which won top honors with an SMPS award in 2016); promoting Acentech in top-tier publications like Metropolis and Xconomy; and leading the effort to obtain a registered trademark for 3DListening®, Acentech's custom software for acoustic simulations.

Jeff Zapfe, President and CEO of Acentech gave a heartfelt introduction at the gala, highlighting McGillicuddy's importance to the company. "McGillicuddy is a natural when it comes to interacting with our clients," he remarked, "Couple this with her knowledge of even the most arcane aspects of our consulting work, [and that] makes her a powerful and effective ambassador for Acentech. As effective as McGillicuddy is, something that is even more impressive is that she has shown us the great value in having our consulting staff interact with our clients in social settings. This is not a natural fit for engineers, but with McGillicuddy's encouragement, more Acentech staff are attending

industry events than ever before. There is no question that the enhanced relationships that result have bolstered our business.”

In addition to McGillicuddy’s award at the SMPS gala, Acentech was also delighted to win the People’s Choice Award for Pebble and Acorn, a coloring book about two cartoon friends who explore the world of sound. Education is a key area of focus for Acentech. As acoustics, AV, and IT infrastructure and security consultants, much of the firm’s work directly impacts the functionality of learning space; and staff members actively look for ways to inspire young people to learn about the science behind acoustics and vibration. With Pebble and Acorn, the Acentech marketing team created a unique product that bridges traditional marketing collateral with fun, educational content for children.

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