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2020 Women in Construction: Melissa Bullock, Marketing Manager at Kaplan Construction

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What are you doing differently in 2020 that has had a positive impact on your career? My mantra for 2020 is network, network, network. As a department of one at my company, it is easy to stay

insulated in a cocoon. The industry groups I belong to have simultaneously made my world bigger and smaller in the best of ways, by expanding my web of contacts and resources while bridging the gap to access them. They have been great sounding board for different initiatives and have inspired me to bring fresh ideas to my company.

What trends are you seeing in your field this year? It's nothing novel, but we are going to continue the upward trend of the digital transformation (DX) of our industry, especially with the use of automation on both the job site and in construction marketing.

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