



CELEBRATING
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2022 Women in Construction: Susan Shelby, FSMPS, CPSM, ABCP, President & CEO at Rhino PR

March 25, 2022 - Spotlights



Susan Shelby

When you're not busy, what is your go to book or podcast to help you unwind? During the pandemic we subscribed to BritBox and have been streaming British crime shows like Poirot, Miss Marple, and Midsomer Murders. We started with Death in Paradise because it is filmed in Guadeloupe and we had to cancel our trip to Guadeloupe in March 2020 due to COVID. It was a nice escape to watch a show taking place in the Caribbean while we were stuck at home.

Starting out in the construction business, who or what empowered you? SMPS (Society for Marketing Professional Services) is a national organization of marketing and business development professionals who work for firms involved in construction. I came to the construction industry from the high tech industry where you never spoke to your competitors. Through SMPS Boston, I met people who worked for other firms—even competitors—and they were always willing to answer my questions or to provide advice. I have been a member for 20+ years and support SMPS Boston by being a corporate sponsor every year.

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