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## **2025 Women in Construction: Susan Shelby, FSMPS, CPSM, ABCP, Rhino PR**

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Susan Shelby, FSMPS, CPSM, ABCP  
President & CEO

What trends or innovations do you believe will shape the future of your field, and how are you positioning yourself (or your firm) to be at the forefront? It is increasingly difficult to stand out in today's crowded marketplace and to find the best way to reach your target audience with compelling content. After more than 20 years delivering award-winning public relations consulting services to the A/E/C industry, I recently announced a new chapter. Moving forward, I will offer PR coaching services to A/E/C marketers. The goal is simple: to give marketers the tools, knowledge, and confidence to elevate their firm's profile and make PR a seamless, effective part of their overall marketing strategy.

Who or what has inspired you most in your career, and what advice would you share with the next generation of women entering the A/E/C industry? I was lucky enough to discover and join the Society for Marketing Professional Services (SMPS) in 2001 when I started working in the A/E/C industry. A community of marketing and business development professionals working together to move the A/E/C industries forward, SMPS supports A/E/C marketers by providing education, training, and networking opportunities. Whenever I meet a new member at an SMPS event I always recommend they get involved by joining a committee and attending events to get to know their fellow members.

What's your favorite way to recharge or get inspired outside of work? I recharge by getting outside - either walking in the woods with my dog or hitting the beach.

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