

## Firm Background

AEC bridge is a firm that provides lead cultivation and contact development resources within your desired markets and regions. We can also work as your dedicated business development personnel to provide assistance with teaming for opportunities as well as building relationships for future opportunities.

## Michelle Wiesner, CPSM, MBA



I have been a professional services business developer and marketer for over 10 years. I started AEC bridge because I have always enjoyed the research and relationship building responsibilities I have had throughout my career. As a result, I wanted to build

a business around putting firms and opportunities together.

My experience includes working with an architectural firm, an engineering firm, real estate developer/commercial property manager as well as a food service consulting firm – within joint ventures, as a prime firm and as a subconsultant in numerous markets nationwide including: higher education, healthcare, business/industry, military, federal and municipal government and K-12. I have been involved in all aspects of lead and industry research, business development, marketing and proposal functions, trade show planning and implementation as well as marketing and business planning. As an author of several industry articles, I currently serve on the board of SMPS Colorado as Chair of the Striving for Excellence committee and previously led one of the chapter's education committees.

I would be delighted to assist your firm either as an independent resource to research potential projects and opportunities or as an extension of your business development staff to assist in building teams and relationships that will win work. I am happy to provide references upon request.

## Services

- RFQ, RFP, Lead and Contact Research to position your firm within your desired markets and regions.
- Existing client maintenance and implementation of an existing marketing and/or business development plan
- Lead and contact management and assistance in teaming for opportunities as well as building relationships for future teaming.
- If desired, targeted business development planning and road map to assist your firm in deciding which markets and regions to pursue. Otherwise, I will work within your desired growth goals.

*My goal is to work with firms to be their "boots on the ground" with regard to lead research and subsequent business development efforts.*

## Approach

We will work with you upfront to completely understand your desire for growing your business. This involves understanding all past and current experience, resources and the regions and markets you wish to grow or expand. As you likely know, building business within a new or young market for your firm will not happen overnight and relationships will take time to build. However, we would be excited to jump in and support your firm's efforts to build upon existing relationships and markets and assist in building new ones.

*I understand the unique process and relationships associated with building business in the architectural, engineering and construction industry in addition to training staff in these roles.*