



RACHEL R. TREANOR

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A CREATIVE CONNECTOR: Through cultivation of personal and business connections and reliance upon my own technical background in Environmental Science and Policy, and understanding of the Architectural, Engineering, and Construction (AEC) industry, I am able to link companies to relevant business opportunities, gain more exposure and visibility, increase leads, and strengthen business relationships. My ability to align companies with prospects and profitable work while communicating the firms differentiators proves valuable in a competitive market. With almost 20 years experience in AEC, I understand project life-cycles and how business development, sales and subsequent marketing support strategic growth goals. I will work to empower effective business decisions through strategic planning, marketing, and competitive intelligence. I will build a business development culture within companies, and communicate with technical staff and operations the importance of quality, relationships, trust and service throughout all facets of the organization. I have served in a Business Development and Marketing capacity for AEC companies since 2008.

Measuring Success

I add value by:

Aligning the company's brand with corporate objectives and ensuring the company is recognized as a experienced partner, it's value widely recognized and differentiated

Listening to and communicating with clients to effectively align resources

Leveraging business relationships to increase leads.

Maintaining current relationships to ensure teaming opportunities.

Manage the business development process and increase sales

Linking talent to clients needs

Ensuring the client's needs are addressed while protecting the company's position in the deal

Capturing and tracking leads and nurturing them throughout the entire project life cycle.

Communicating the company's best attributes to prospects

Skills and Specialties

Brand alignment, brand building

Business coaching and mentoring

Business development

C-Suite Relationships

Client Relationship Manager (CRM)

Dodge Market Share Reporting

Event planning

Logo and website development

Market research and penetration

Negotiation tactics

Professional networking

Proposal and qualification preparation

Public speaking and presentations

Relationship building and maintenance

Sales

Social media

Strategic planning

Win and capture strategies

Associations, Boards and Service

American Institute of Architects (AIA) Kansas City Chapter, Cornerstone Member, Programs Volunteer, 2013 to present

Associated Builders and Contractors, Inc. (ABC), 2015 to present

Design-Build Institute of America and Mid-America Region (DBIA-MAR) Co-Chair of Communications Committee. 2016

GuildIT (Board of Directors) A leading organization in art entrepreneurialism. Present

Police Athletic League (Board of Directors). Help children develop a positive self-esteem, and leadership skills. Present

Society of Marketing Professional Services (SMPS) • Kansas City, Ozarks Chapters, 2008 to present

Southwest Johnson County, Economic Development Council, Board of Directors, present

Work Experience

Director of Business Development and Marketing, Kansas City Division • Crossland Construction Company, Inc. • Kansas City, Missouri, 2017 to present.

I am currently responsible for implementing the corporate business development plan directives that has lead to contact with over 60 new prospects per year. I have initiated over 25 leads opportunities and positioned the firm strategically within numerous relevant industry organizations. This increase in exposure has brought new project and partnering opportunities to the company. My job is to cultivate relationships and turn them into revenue opportunities. I am able to conduct market research and penetrate new market sectors. I communicate daily with pre-construction team, estimating, and project managers to prepare construction budget estimates for clients and track project standings on bid day. Other responsibilities include:

Create, coordinate, prepare and perform external presentations.

Proactively seek new business relationships, partners and opportunities.

Preposition and strengthen business relationships and teaming opportunities.

Identify, create and implement targeted marketing campaigns. Create brand awareness and exposure.

Effectively brand project jobsites with relevant graphics and messaging- Custom signage plans

Address corporate culture and morale. Represent the company at industry organizations.

Plan implement, manage and host events and functions with architects, developers, and subcontractors.

Director of Business Development and Marketing • 4Sight Construction Group • Kansas City, Missouri, 2015 to 2017

Led complete corporate rebranding effort; Increased firm’s online visibility and access.
Created client capture strategies; Formed new business relationships; Diversified and maintained client base.
Represented the firm at industry events and organizations; Increased exposure and name recognition.
Prepared and implemented marketing, business and strategic plans. Created mission and vision statements, two corporate taglines, and elevator speech. Created committee to address and improve company culture.
Published email marketing campaigns, internal newsletter.
Researched and implemented new web-based CRM.

Business Development and Marketing; Teach, Track, Transform Platform • Leawood, Kansas, Ongoing

In a consulting capacity, I can create an overall familiarity and comfort level around business development tactics and terminology relevant to the AEC industry. Conduct Corporate Rebranding.
Empower through understanding; Create business development culture; Develop recognition of selling opportunities; Implement Thought Leadership; Strengthen corporate culture.
Teach technical staff about specific growth goals and how their expertise relates; Link clients to technical staff.
Track every “touch” with prospects and adhere to disciplined follow-up; Includes CRM implementation support.
Transform approaches to growth opportunities; Establish an “everyone selling” mentality.

Member and Board of Directors • SMPS • Kansas City, Ozarks Chapters, 2008 to present

Marketer of the Year- Marketing Communications Awards- SMPS - Kansas City Chapter. 2016
Certified Professional Services Marketer (CPSM)
Participated in conception and strategic planning of Ozarks Chapter.
Participated in “Rebranding Panel Discussion” through SMPS which highlighted the creative and corporate process.
Led SMPS “CPSM Boot Camp” Study Session for Domain 1.
Served three times as a mentor in the Mentor/Protégé program.

Director of Business Development and Marketing • Malone Finkle Eckhardt & Collins, Inc. • Overland Park, Kansas, and Springfield, Missouri, 2012-2015

Increased leads and project opportunities with architects and developers.
Captured new clients to reach sales objectives; Maintained current client base.
Trained technical staff on business development techniques and opportunities.
Prepared technical staff and marketing materials for project interviews.
Developed a business development culture.
Published new website and marketing collateral.
Hosted and attended numerous social events for clients and staff.

Marketing Coordinator and Project Manager • Tetra Tech Inc. • 2002-2012

Kansas City, Missouri, Tulsa Oklahoma, San Antonio, Texas

Supported project managers, engineers, to finalize time-critical submittals.
Conducted sub-consultant prequalification.
Managed government forms (SF254, SF255, SF330). Responded to all Request for Qualifications.
Prepared and implemented corporate marketing collateral.
Site Clearing, Demolition and Soil Remediation- Power & Light Redevelopment District
Asbestos, Lead and Mold Inspections and Reporting, Mold Identification and Remediation- Completed Technical Standard Operating Procedures (SOP) for the entire company. Investigation and Litigation. Emergency Response and Preparedness, Environmental Analysis and Permitting, Bioterrorism / Homeland Security

Education

Bachelors of Arts: Environmental Policy, University of Kansas, Lawrence, KS, 1998
Project Management I Training Course, IACET - The Continuing Education Unit, 2008
Project Management II Training Course, IACET - The Continuing Education Unit, 2009

References

Professional references from my role as Director of Marketing and Business Development and/or as a Technical Environmental Scientist and Project Manager are available upon request

Additional information and professional endorsements are available on my [LinkedIn profile here](#)