

Elizabeth (Libby) Rivers
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Leader of overall strategy and development of marketing efforts, including branding and content associated with communications material for internal, client-related and industry communications. Manages marketing staff and supports the firm's long-range goals and provides market research, business development and public relations functions.

Relevant Professional Experience

The Nerd Herder - Business Development Consultant

Independent: 2013-Current

- Business Development Workshops.
- 3rd Party proposal review.
- Marketing and Business Development Plan strategic planning.
- Special Project Management.
- Pursuit strategy consultations.
- Branding strategy consultations.
- Brand Management.
- Market Research. Information gathering and distribution.
- Marketing target list creation.
- Networking and event strategy consultations.
- Trade show preparation and planning.
- Event planning, coordination and invite list building.
- Event management.

Associate Market Development Manager - Transportation

Ulteig - 2022

- Focused on business growth and development within the Denver Transportation market.
- Developed influential relationships with current and new clients to sustain and grow the business.
- Develops and executes territory and sales/account plans that deliver sales results and client satisfaction.
- Engaged with the industry and communities to effectively represent Ulteig and build influential relationships with new and current clients.
- Identified new opportunities with (new and existing) clients.
- Lead integrated territory, account management and account/sales planning for Ulteig's operation teams (technical services and field services).
- Actively participated in Ulteig's business and revenue strategies.
- Worked with proposal coordinators to deliver effective business proposals, interviews and presentations.

**Director of Marketing and Business Development:
Humphries Poli Architects (now RATIO|HPA): 2017-2020**

Operations

- Collaborated with Principals and Associates to further the firm's strategic plan.
- Developed and implemented the firm's strategic business development and marketing plans and budgets.
- Determined marketing objectives to meet firm-wide goals.
- Coached all levels of staff in presenting, marketing and business development.
- Established marketing policies, procedures and reporting.
- Consulted with leadership on hiring of architects to ensure marketability and culture fit.
- Culture leader.

Business Development

- Strategized with Partners and team to secure new projects.
- Conducts market research of client firms, competition, and project opportunities.
- Initiates, develops and maintains contact with clients, consultants, peer organizations and teaming partners.
- Research and development of pursuit strategies and SWOT assessments of opportunities and clients.
- Directed preparation and strategy for interviews.

Marketing

- Responsible for overall marketing staff training and marketing-related training of technical staff.
- Directed the production of proposals, SOQs, award submittals and collateral materials.
- Managed CRM database and marketing / reference contacts
- Photography/videography planning.
- Directed and developed content for public relations, social media and advertising programs.
- Assurance of brand development and consistency.
- Supervised conference participation and attended conferences.
- Coordinated staff conference speaking proposals and presentations.
- Coordinates opportunities for firm personnel to write articles and contribute to publications.
- Developed year long 25th firm anniversary volunteer activities, celebration, collateral, press releases, ads, and social media.

Marketing Manager

TreanorHL: 2016

- Marketing Manager for Advanced Industries and Education studios.
- Participated in external business development for the firm.
- Coordinated and prepared proposal submission.
- Worked with the studio leader and marketing director to create, monitor and manage the studio's marketing budget.
- Supported trade show / conference preparation.
- Coordinated and prepared award submittals.
- Worked with studio leaders To maintain focus on Marketing/BD Plan implementation.
- Assisted with firm wide branding by serving of the social media committee.
- Maintained project database in Deltek.

Larkin Lamp Rynearson

Client Development Manager: 2015

- Pursued new business opportunities within the Kansas and Missouri Region through networking, and analytic data investigations.
- Implemented focused and sustained client development.
- Assisted in developing office and division objectives and strategies.
- Performed Go/No-Go meetings, developed proposal strategy and coordinate with internal staff on proposal development.
- Managed Marketing Coordinators and Graphics staff in producing proposal responses and both internal and external marketing items.
- Performed client debriefs and project satisfaction meetings.
- Attended local and regional industry networking and informational meetings.
- Assisted Management in the implementation of both office and division business goals.
- Social Media plan implementation.
- Created and maintained detailed marketing target lists.
- Supported technical professionals at trade exhibits, etc.,.
- Tracked and maintain detailed marketing financial records.
- Used Vision as a CRM and internal communication program.

Terracon

Client Development Manager: 2011 –2013 (position eliminated)

- Implemented focused and sustained client development.
- Assisted in developing office and division objectives and strategies.
- Worked with management in the implementation of both office and division business goals.
- Proposal preparation of routine and major qualification packages, written proposals, and other client submittals.
- Pursued new business opportunities throughout the Kansas and Missouri Region.
- Attended local and regional industry networking and informational meetings.
- Supported and attended technical professionals at trade exhibits, etc.
- Used SharePoint as a CRM and internal communication program.

Tetra Tech MM Inc.

Business Development Specialist: 2008 – 2010 (office closed)

- Successful in the prequalification of the firm with more than 20 city, state, university, and construction firms with whom the firm was not previously certified to do business.
- Represented the firm at numerous civic and industry related professional organizations' events, conferences, and tradeshow. Created and presented lunch and learn presentations to more than 30 architectural firms.
- Developed the firm's Federal and State pursuit process.
- Responsible for building relationships at various industry networking events.
- Represented Tetra Tech at all public and industry events.
- Tracked and reviewed all area city and county Plats Committee meetings and various other city and county meeting notes.
- Responsible for the creation and monitoring of the firm's FedBizOpps profile, tracked and received notices from all available purchasing/bid departments/organizations for future project pursuits.
- Coordinated attendance and represented the firm and attended industry conferences and trade shows.
- Managed the social calendar of department managers.
- Created and maintained detailed mailing lists.
- Created and maintained a detailed Marketing expenditures report.
- Used Deltek program to track all proposals.

- Completed Fine Arts courses at Missouri Western State College, St. Joseph, MO
- Completed Fine Arts courses at Savannah College of Art and Design Savannah, GA

Professional Involvement

- ULI Member and ULI NEXT Leadership graduate
- NAIOP
- Downtown Denver Partnership
- Housing Colorado

Community Involvement

- SocialHeart: Board Member 2014-2017
- Wildwood Outdoor Education Center: Board Member 2006-2013, Operations Committee Chair, 2011-12 President, 2012-2013 Vice President
- Priest of Pallas Ball Committee: Member
- Shiloh Open Golf Tournament: Volunteer
- Missouri Historic Preservation Society
- Hyde Park Neighborhood Association