

# KATHERINE LOVE

## EXPERIENCE

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### **Business Development Associate** | NOVA Engineering

(Geotechnical, Environmental and Consulting Engineering Firm)

Fort Lauderdale, FL | Sept 2020 - Present

- Lead regional business development efforts for Southeast Florida, generating \$2,100,000 in proposal volume in 2021
- Work with NOVA's market sector and technical leaders to establish capture plans, target approach and resource allocation
- Cultivate relationships with developers, architects, public entities, general contractors, and other engineering firms to secure partnership opportunities and generate project leads
- Authored 2021 and 2022 market analyses and business development plans
- Participate in bi-weekly Florida business development calls and present quarterly pipeline analysis
- Own business unit's P&L, responsible for measuring KPIs against strategic plan

### **Director of Business Development** | SmithGroup

(Architectural Design, Engineering and Planning Firm)

Los Angeles, CA | April 2019 - Oct 2019

- Directed commercial business development initiatives for firm specializing in Design Build projects
- Analyzed market trends, identified growth opportunities, developed expansion strategies, and created actionable execution plans
- Scouted project leads by leveraging network, attending events and reviewing publications, then qualified leads and conducted team Go/No-Go meetings
- Worked with Studio Leaders and Marketing Manager to analyze pursuit win/loss ratios, review client feedback, identify blind spots, and develop effective strategy revisions
- Updated CRM system with touchpoints, pending opportunities, and project pipeline statuses
- Presented Los Angeles project portfolio to SmithGroup Executives and firmwide Studio Leaders at annual Executive Leadership Summit in Detroit, MI
- Coordinated Studio and Principals' calendars for business development events and client meetings
- Coached teams through major pursuits and interviews, including Deer Valley Resort, Disney Headquarters renovation, and LA County's \$350m Ranchos Los Amigos office building (awarded)
- Mentored associate and support-level staff in professional development and leadership staff in honing core competencies of relationship management
- Directed marketing department in the strategic approach to proposal production and wrote cover letters, as well as assisted with research, graphics, and narratives

## CONTACT

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Miami, FL 33161

## EDUCATION

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### **College of Charleston**

Bachelor of Arts, Communication  
Media Concentration

Charleston, SC | 2011

## SKILLS

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### **Hard**

- Business Writing
- Research
- Presenting
- Adobe InDesign + Photoshop
- Deltek + other CRM Systems
- Microsoft Office Suite

### **Soft**

- Active Listening
- Language Precision
- Dot-Connecting
- Collaborative Teamwork
- Behavioral Assessment
- Abstract + Systems Thinking
- Emotional Intelligence

## Director of Business Development | Glotman Simpson US, Inc.

(Structural Engineering Firm)

Los Angeles, CA | April 2017 - Jan 2019

- Spearheaded strategic growth of Glotman Simpson's pilot US operation
- Developed client relationships, scheduled meetings, and facilitated staff's client management
- Initiated and led project pursuits resulting in over \$700,000 in awarded fees
- Analyzed market to identify open opportunities and develop strategic capture plans
- Created custom cloud-based CRM to standardize tracking
- Represented firm as a panelist at the 2017 China-US Real Estate Investment Cooperation Forum, speaking about Performance Based Design and seismic responsiveness of tall buildings
- Prepared presentations and coached project interview teams
- Organized industry forum and fundraiser to oppose a harmful California ballot measure (defeated)
- Collaborated with marketing coordinator in response to client inquiries and Requests for Proposals
- Managed strategy and creative direction of proposal production through delivery
- Led brand repositioning for US market: created 20+ e-books, US social media, updated website
- Secured speaking engagements and press placements in major industry news publications

## Business Development Coordinator | Englekirk Structural Engineers

Los Angeles, CA | Aug 2013 - April 2017

- Championed firm-wide business development activities: procured leads, tracked pursuits, orchestrated client outreach, attended meetings and events, strengthened firm relationships
- Developed extensive network including developers, architects, PMs, CMs, consultants, and brokers
- Fielded and responded to RFPs and marketing requests from clients and management
- Overhauled data management process and led implementation of new CRM system
- Organized industry forum and fundraiser to oppose a harmful County ballot initiative (defeated)
- Conducted comprehensive program audits, identified necessary revisions, and made improvement recommendations to marketing and business development initiatives
- Created presentations and assisted in coaching interview teams
- Created marketing collateral, led website redesign, and managed social media
- Rebranded the precast concrete bolted DYWIDAG Ductile Connector System with a new name and marketing materials, now known as The NEXUS Connection in the European market

## Account Manager + Media Planner | Athorn Clark & Partners

(Advertising Agency)

New York, NY | Aug 2011 - May 2013

- Serviced accounts and executed media plans for 9 science and technology clients
- Negotiated \$10M in media purchases over 18 months
- Interfaced with clients daily to build rapport and acted as the point of contact for requests
- Determined responses and solutions tailored to clients' desired business outcomes
- Tracked ROI via established KPIs
- Oversaw SEO/SEM and monitored metrics for digital purchases
- Managed social media for company and client accounts
- Coordinated with third-party producers to deploy agency resources to off-site productions

## TECH

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### Knowledge

- Basic Software Development
- Programming Languages
- Web & Mobile Development
- APIs
- Version Control & Releases
- Blockchain Basics

### Learning In Progress

- Smart Contracts
- Decentralized Applications
- Blockchain Platforms
- AGILE
- SCRUM

## ENGAGEMENT

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### Society for Marketing Professional Services

Los Angeles Chapter

Board Member, Director of Education | 2018-2019

Programs Committee Member | 2013-2018

### Urban Land Institute

Los Angeles FutureBuild Committee | 2019  
Member | 2015-present

### American Mensa

Member | 2013-present

## PROFILE

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### Gallup StrengthsFinder

- Woo (winning others over)
- Communication
- Activator
- Ideation
- Empathy

### DISC Workplace Profile

- iD Style

### Enneagram

- 7, 2, 8