

Bernie Siben, CPSM

Bernie Siben, CPSM, has a BA in Liberal Studies (emphasis on Communications) and more than 30 years of experience in the professional services arena, most of that time in a variety of marketing roles. This experience includes the development of strategic marketing plans and the management, hands-on design and production of marketing, public relations and technical print materials for A-E design firms and their clients.

Bernie's experience also includes more than 20 years at various management levels – from running small groups with specific assignments; to managing the overall marketing effort for a growing M/WBE engineering, surveying and environmental consulting firm; to directing the marketing activities of an *ENR* and Zweig White-ranked, 300+ A/E/C/ Planning/Environmental firm, as well as operating his own independent consulting firm.

He has developed brochures and pamphlets, Letters of Interest, SOQs, technical proposals, SF 330s, and other submittals. His SOQs and proposals have encompassed streets and highways; water and wastewater utilities; railroads and mass transit; airports, seaports and related passenger and freight terminals; water quality and hydrologic and hydraulic studies; asbestos abatement; land planning and development; park and corporate campus planning and development; environmental support for wetlands and other permits; and full-service A-E projects, including both specific assignments and Indefinite Delivery contracts.

Bernie has also developed, given, coached and participated in presentations on a variety of topics. His presentation audiences have included the Texas Section of the American Water Works Association; a business and finance class at New York University; SMPS chapters in Texas, Arizona, California and Illinois; AIA chapters in California; the American Congress on Surveying and Mapping, Alaska Conference; and ZweigWhite conferences in Orlando, Las Vegas and Coral Gables, and the 2009 Deltek "Insight" conference in Orlando, as well as in-house groups.

Bernie is currently the Principal Consultant at The Siben Consult, LLC, an independent marketing and strategic consultant for the A/E/C/ environmental industry. His service areas include development and implementation of strategic, marketing, teaming and organizational plans, plans for the pursuit of specific clients and/or projects, systems and procedures to streamline marketing activities, public relations, client care, marketing training for technical staff, plans for protection and enhancement of the firm's public image, and (equally important) the ongoing empowerment and professional development of marketing staff.

From 2004-2008, Bernie wrote "The Fast Lane," a column in the Zweig A/E Marketing Letter, and an A/E/C/environmental marketing-oriented blog which can be found at www.builtenvironment.blogs.com. He also writes frequently for the SMPS *Marketer* and occasionally for the PSMJ *Rainmaker* and other newsletters.

In 2009, PSMJ published Bernie's book, "A Horse of a Different Color: Marketing in the Public Sector." The book is an explanation of the legal basis for many of the regulations governing public sector marketing, along with comments from state and municipal procurement officials and senior marketers across the United States on how the system works and where to be careful. It is available at www.psmj.com.

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