



Donna J. Corlew FSMPS, CPSM
chief WIT* officer
djcorlew@yourconnectedge.com
615-804-4440

follow Donna on Twitter and Instagram at @yourconnectedge, check us out on the web at www.yourconnectedge.com

A native Tennessean, Donna's roots run deep in Southern hospitality, a culture of giving, and an abiding love of SEC football and Nashville Predators hockey. Driven by a passion for coaching and helping others identify and maximize their unique talents and expertise, C*Connect works with firms across the US to **focus** strategic vision and market research, **grow** connections and chemistry with clients and targets, and help seller/doers and marketing/business development teams to **thrive** and **win** profitable work. Clients benefit from a robust network developed over three decades in almost every geographic market and service needed to effectively grow their business.

With over 400 technical professionals trained as effective doer-sellers, Donna brings an understanding of the AEC market and a proven track record of performance and results.

An engaging and enthusiastic speaker, she presents a diverse range of topics for SMPS, AGC, ABC, ACEC, and AIA on chapter, regional, and national levels.

Donna achieved the designation of Certified Professional Services Marketer (CPSM) through the Society for Marketing Professional Services (SMPS) in 1993 and elevated to the status of Fellow in 2004. Active in SMPS since 1987 on local and national levels, Donna served as Society President and currently serves as Trustee and President on the SMPS Foundation. She received the Society's highest honor, the Weld Coxe Marketing Achievement Award, in 2019, recognizing career achievements, leadership roles, and lasting contributions to the AEC industries.

Professional Activities

Society for Marketing Professional Services (SMPS) | member since 1987

ACEC of Tennessee | Partner since 2013, Chair of Engineering Excellence Awards Committee 2014 and 2017