



**JENNIFER C. YODER**  
**DIRECTOR OF BUSINESS DEVELOPMENT**

**Director of Business Development, Baird, Hampton & Brown, Inc. Fort Worth, TX**

Development and implementation of the business development and marketing programs with the goal result of increasing name recognition and business development for the firm. Cultivate and maintain business to business and business to client relationships. Development and implementation of Client Management Program. Development of firm marketing plan, SWOT analysis, strategic goals and budget. Development and implementation of firm's client satisfaction and perception survey program. Development of all firm collateral and proposal materials. Coordinate A/E/C team wide marketing efforts for large projects. Development and implementation of the firm's recruiting programs. Development of various Corporate initiatives such as the firm's Philanthropic Program and Internal Marketing.

**West Coast Business Development Manager and Corporate Marketing Program Manager, Medium Nat'l A/E Firm, Dallas, TX**

Development and implementation of the firm's business development and marketing programs with the goal result of increasing name recognition and business development for the firm's offices in the West Coast Region. Development of west coast region marketing plan, SWOT analysis, and strategic goals. Development of various Corporate initiatives such as Philanthropic Events and Recruiting Strategy.

**Lead Marketing Coordinator – Federal Sector, Large Nat'l A/E Firm, Norfolk, VA**

Marketing support for the Federal Market Sector Leader directly, along with Principals and Project Managers in their pursuit of new business. Facilitate the decision making process for all federal opportunities and providing market sector analysis. Creation of Market Sector Marketing Initiatives and implementation firm wide. Development of SF330 Federal Government Proposal Standards and generation of SF330 proposals in response to government requests for proposals.

**Marketing Consultant - Various Small Businesses, Portsmouth, VA**

Design of marketing and operational materials to include business cards, logos, slogans, mission statements, cut sheets, menu's, basic web-site design, print ads, fliers, database creation, training manuals, forms and spreadsheets and others for various local small businesses from restaurants to music management. Worked with a local concert venue to assist in booking local musicians for concerts.

**Sales & Marketing Coordinator and Project Manager, Industrial Playground Sales & Installation, VA Beach, VA**

Development and implementation of new marketing strategies. Performed all sales functions and support sales in their functions to include sales reports generation and analysis, database creation and maintenance. Project Manager for installation services and execution of contracts.

**Contract Administrator and Accounts Receivable Manager, Industrial Contractor, VA Beach, VA**

Execution of marketing functions, trade show events, web-site, marketing brochures, and association presentations. Review, negotiation, authorization and execution of all contracts. Monitor job progress as well as budget and costs and contract billings to include invoicing submission of AIA documents and schedule of values, lien waivers and disclosures. Responsible for managing all incoming money for three branches.

**Years Experience:**

Baird, Hampton & Brown, Inc.: 2; Other Firms: 11

**Education:**

Bluefield College / Bachelor of Science / 2001 / Organizational Management and Development - Student Representative & Member of Alpha Phi Sigma National Honor Society

**Professional and Civic Organizations:**

Downtown Fort Worth Rotary (*5<sup>th</sup> largest Rotary in the world*) 2010 – Present / Rotarian / Committee Member

**Society for Marketing Professional Services:**

2006 - Present, Member  
2008 Award and Charity Gala Logistics Chair  
2008 Dallas Chapter Speaker  
2009 Dallas Chapter Panelist  
2009 Director of Programs, Dallas  
2009-2010 Director Programs/ Education/ Philanthropy, Fort Worth

AIA Fort Worth / 2009 – Present / Member

CREW Fort Worth / 2010 – Present / Member, Public Relations Committee Member

Fort Worth Ryan Family YMCA / 2009 – Present, Board Chair, Former Membership Committee Chair, Step Up for Kid's Campaign Division Leader

Big Brothers Big Sisters (BBBS) / 2009-Present

**Awards:**

2009 Fort Worth Business Press: 40 Under 40

2009 SMPS: Marketing Achievement Award: Rising Star; Marketing Communications: Electronic Marketing Award, New Website

**Bio:**

A 2009 Fort Worth Business Press "40 Under 40" honoree and a 2009 SMPS DFW Rising Star Marketing Achievement Award Winner, Jennifer serves as Director of Business Development for Baird, Hampton & Brown. There, she has developed and implemented the Business Development and Marketing Programs for the firm to include re-branding and name recognition strategy, along with cultivating and maintaining business to business and business to client relationships. In addition, she is leading the Philanthropic efforts as well other corporate initiatives such as the Recruitment Marketing.

Jennifer is one of the founding board members of the Society for Marketing Professional Services Fort Worth Chapter where she serves as the Director of Programs, Education and Philanthropy. She enjoys volunteering her time with Big Brothers Big Sisters, where she is a Big Sister, the Fort Worth Ryan Family YMCA where she serves as Board Chair, and Campaign Division Leader for the annual Step Up for Kid's Campaign and as a committee member for the Downtown Fort Worth Rotary.