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## 2018 Small Firm Management Series

### *Marketing and Business Development Basics for Small Firm Architects*

Wednesday, July 18, 2018 | MG2, Townsquare, 1101 Second Ave, Ste 100, Seattle, WA 98101

*\* all sessions/speakers subject to change*

#### SESSION SPEAKERS:



#### **Emily Hall | VP of Marketing, Charrette Venture Group**

Emily brings over 16 years of architectural marketing experience to Charrette Venture Group, with a focus on communicating the unique value that design firms have to offer. Prior to joining CVG, Emily served for six years as a senior associate and the director of marketing and new business development at Union Studio Architecture & Community Design in Providence, RI and for nine years at Durkee, Brown, Viveiros & Werenfels Architects also in Providence, RI. Emily received a Master in Business Administration from the University of Rhode Island, a Master of Industrial Design from Rhode Island School of Design, and a Bachelor of Arts from Colorado College with a double major in art history and studio art.



#### **Todd L. Reding | President and CEO, Charrette Venture Group**

Todd has served in many roles in both the private sector and non-profit organizations. While serving as the Vice President for Alumni and Development at Grinnell College, he earned an MBA from Northwestern University's Kellogg School of Management. He was named the President and CEO of ASI Signage Innovations in 2008 and in 2011 he was among the first employees of the software startup, FunnelWise. Today he remains a senior advisor to the company, while also serving in his role at Charrette Venture Group. Todd is also an Adjunct Lecturer on Entrepreneurialism at the University of Iowa and chair of the board of trustees of Grinnell Regional Medical Center.