



FKP Architects

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FKP Announces Marketing Promotions

Marketing and Business Development Navigate the Waves of a Tumultuous Market

The marketing team at FKP has rebuilt its engine. With a dedicated focus on *Transforming Business by Design®*, the marketing and business development team have moved two seasoned professionals into position for an aggressive business development program. **Kim Dischler** has been promoted to **Business Development Coordinator**; and **Erica Robau** has been promoted to **Marketing Coordinator**.



Kim is an active board member of the Society for Marketing Professional Services (SMPS) Houston and has worked in the A/E/C industry for five years. Her work with proposals and presentations has raised FKP's hit rate by as much as 30% in some sectors.



Erica is a new member of SMPS Houston. She has worked with FKP's marketing team for the past five years on everything from setting up its leading edge database to positioning the firm at industry tradeshow and conferences.

“When you find real talent in this specialty, you give them room to really make a difference in your organization. This also allows you to make room for people to expand their roles,” explains Kathleen Margolis, Senior Vice President and Chief Marketing Officer. “Ideally, in today's world, your talent is teaching you. Kim and Erica are exactly the kind of people we like to learn from and represent our company.”

Founded in 1937, FKP Architects is a leading, full-service design practice focused on *Transforming Business by Design®* in the healthcare, research and academic markets. Providing best in class architecture, interiors, equipment integration and organizational consulting, the firm works with top-tier pediatric and cancer institutions, academic medical campuses and health science centers throughout the world. With offices in Houston, Dallas and Charlotte, North Carolina, FKP has 160 employees and has completed and ongoing projects in 42 states and four foreign countries. For more information about the firm, please visit www.fkp.com

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