

SMARTEGIES

SmartWIN24

Leap Into the Future
of AEC Marketing

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More than a printer.

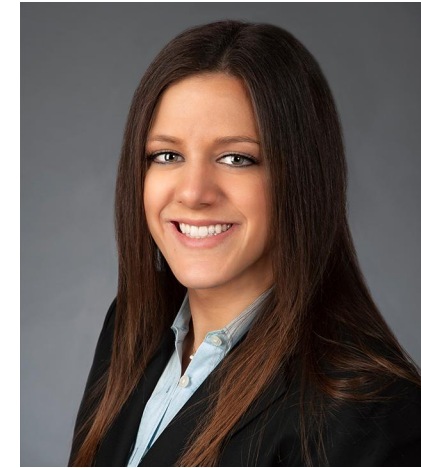
Transitioning to a New Era of AEC Business Development and Marketing



Beth Ament
Epsten Group
*Assoc. VP, Sr. Manager of
Communications & Marketing*



Katie Harris
Smartegies Alliance Partner
*Account & Project
Management*



Brooke Lewis, CPSM
Stratus Team, LLC
*Associate Director
of Marketing*

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Epsten Group

- ✓ *Founded in 1991*
- ✓ *FTEs: 74*
- ✓ *Sustainability Certifications: 6*
- ✓ *52% of employees identify as women*
- ✓ *40% of employees identify as a person of color*

Mission Statement

With a core mission to create a healthier and more prosperous world, we focus on building performance and occupant productivity by emphasizing wellness, sustainability, and net-zero energy design considerations to promote a more resilient future for generations to come.



Epsten Group

February 2023

SouthOps

64 Team Members

Principals

Bill D'Onofrio, AIA

Lauren Wallace

Darren Draper, PE

Atlanta, Georgia

Savannah, Georgia

Chicago, Illinois



Services:

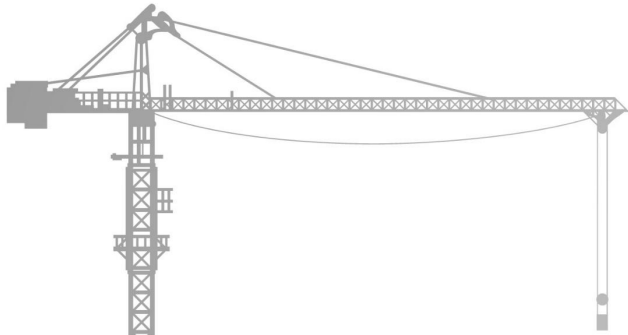
- Architecture & Interiors
- Building Enclosures
- Commissioning
- ESG Consulting
- Sustainability Consulting
- Building Certifications
- Energy Modeling
- Zoo Design

Markets:

- Corporate
- Commercial
- Education
- Hospitality
- Mission Critical
- Medical and Laboratories
- Zoos and Animal Sanctuaries



*Empowering AEC Firms
to achieve their goals for growth and change*



Strategic Planning



M&A Integration



Creative Development



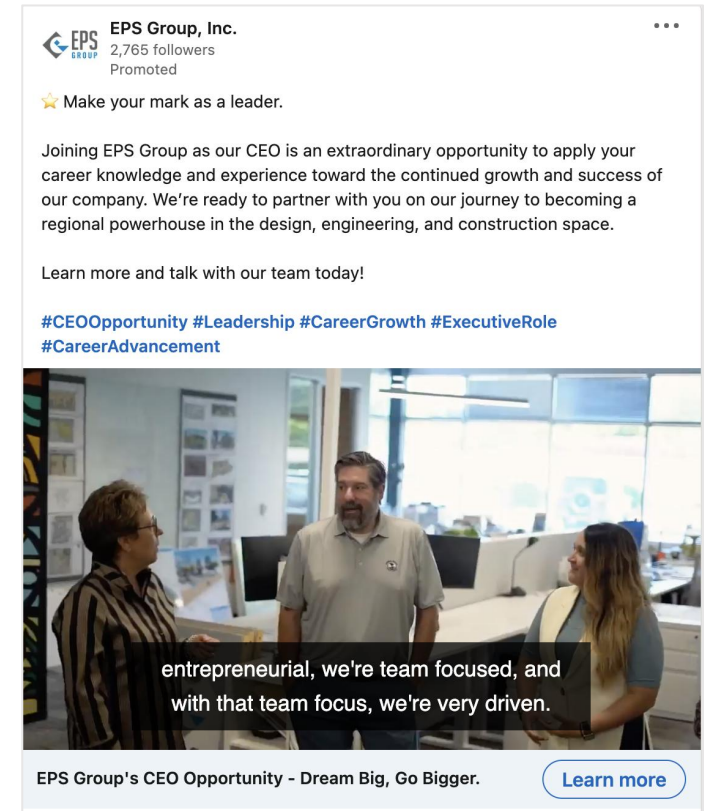
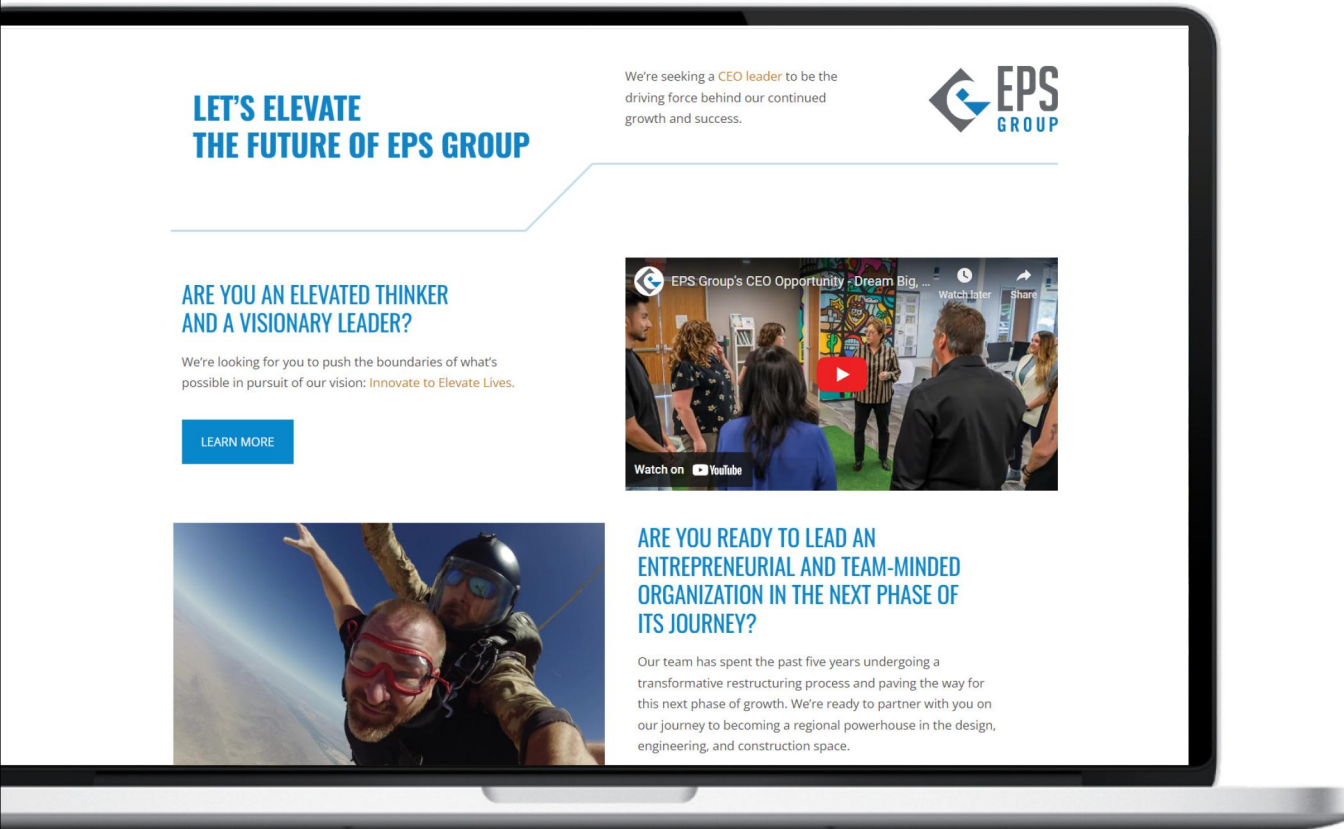
HR Collaboration

Overcoming Growing Pains

EPS Group – CEO Recruitment Campaign



Digital Ad

Video Promoting CEO Position



Landing Page & Promotional Video

EPS Group – CEO Recruitment Campaign



Looking to Push the Boundaries of What's Possible?

EPS Group is searching for a new CEO Leader to serve as the driving force for our ongoing growth and success following the planned retirement of our current CEO [Kathey Wagner](#), who spent five years successfully building the team and internal infrastructure needed to scale our business.

As we embark on this exciting new chapter, we're looking for a visionary leader with a proven track record in innovation and a passion for driving business growth. This leader will be responsible for developing strategies to take us to the next level through expansion in current markets and entry into new ones to ensure EPS Group remains at the forefront of the industry.

WHO WE ARE
EPS Group is a multi-disciplined civil engineering firm offering a wide range of professional consulting services for land and infrastructure development projects. Recognized as a Top 10 firm in the Southwest region and the largest locally-owned civil engineering firm in Arizona, our talented associates bring expertise and experience into our public and private projects.



We're ready to partner with you on our journey to becoming a regional powerhouse in the design, engineering, and construction space.

To learn more, including role highlights and qualifications:

[VISIT OUR WEBSITE](#)

eBlast 1

Corporate Announcement



Dear Samantha,

EPS Group is excited to announce the opening of the CEO Leadership role at our firm. Our current CEO [Kathey Wagner](#) has announced her plans to retire after five years of successfully building the infrastructure needed to scale our growth. We're now seeking a new CEO Leader to take the reins and lead us into the next phase of our development.

As a Top 10 firm in the Southwest region and the largest locally-owned civil engineering firm in Arizona, EPS Group has a reputation for excellence and innovation. We are looking for a visionary leader with a passion for driving business growth to build on our achievements and lead us toward continued success.

Make your mark as a leader.



Joining EPS Group as our CEO is an extraordinary opportunity to apply your career knowledge and experience toward the continued growth and success of our company. We're ready to partner with you on our journey to becoming a regional powerhouse in the design, engineering, and construction space.

To learn more, including role highlights and qualifications:

[VISIT OUR WEBSITE](#)

eBlast 2

Direct Recruiting Solicitation



Dear [Candidate Name],

I've spent the last five years working with an incredible leadership team at EPS Group to transform the internal structure of the company and I'm very proud of the work we've accomplished. The tireless efforts of our team have us ready to expand into new services, geographies, and markets and continue our progress toward becoming the top design firm in the Southwest. As I look forward to retirement, I'm excited to extend a personal invitation to you to apply for this amazing leadership opportunity.

EPS Group is the largest locally owned civil engineering firm in Arizona and a Top 10 firm in the Southwest region. As we continue to grow and expand our services, we need a leader with a proven track record of winning in highly competitive markets and building successful teams. This is a unique opportunity for someone passionate about building a bigger future and eager to take on new market expansions.

Our next CEO will have the opportunity to lead an experienced and talented team fueled by a reputation for excellence and innovation. The foundation and fundamentals of the business are on solid footing, now it's time to build EPS Group as a regional powerhouse in the design, engineering, and construction space.

We're excited about the future and need a leader who's not afraid to think big and push the boundaries of what's possible. As a proven leader backed by success, we want to talk with you. [Please use the link below to learn more about our CEO opportunity and to apply or schedule a conversation with me.](#)

If the timing is not right for you, please feel free to share this information with trusted friends and colleagues.

Sincerely,

Kathey Wagner
CEO, EPS Group

eBlast 3

Letter from Outgoing CEO

EPS Group – CEO Recruitment Campaign

PAID DIGITAL CAMPAIGN RESULTS

318,693

Total Impressions

78.31%

View Rate

333

Total Clicks

\$9,928.60

Total Ad Spend

EMAIL CAMPAIGN RESULTS

2,680

Total Opens

30.2%

Avg Open Rate

219

Total Clicks

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EPS Group – CEO Recruitment Campaign

APPLICANT SOURCES

69

Total Applicants

31

Landing Page
Contact Form

33

eBlast

3

Internal Referral

2

Unsolicited /
Recruiter

SCREENING / INTERVIEWS

18

Qualified for Screening
Interview

10

Moved to Round #1
Interview

3

Moved to Round #2
Interview

1

Hired!
(Source: Landing Page)

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