

ANNE SCARLETT

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EDUCATION

Northwestern University, Evanston, Illinois. M.S. Managerial Communications. May 1997.
Indiana University, Bloomington, Indiana. B.S. Interior Design, Minor Sociology. May 1990.

ACADEMIC PROFESSIONAL HISTORY

Columbia College Chicago , Chicago, Illinois <i>Adjunct Professor, Business & Entrepreneurship.</i> (Formerly Arts, Entertainment, Media Management; AEMM.) <i>Adjunct Professor, English Department.</i>	2007-PRESENT
DePaul University , Chicago, Illinois <i>Adjunct Professor, College of Communication.</i>	2012-PRESENT
Northwestern University , Chicago, Illinois <i>Seminar Speaker, McCormick School of Engineering, Master of Project Management Program.</i>	2012

COURSES TAUGHT

GRADUATE LEVEL

"Presentation Skills," Course within Business & Entrepreneurship department.
Graduate level. Highly intensive, 15-hour course conducted in an immersive environment. Course refines students' ability to communicate effectively in a variety of public speaking situations that are most prevalent within the arts' fields.
Columbia College Chicago: J-term, January 2011

UNDERGRADUATE LEVEL

"Oral Communication for Managers," Course within Business & Entrepreneurship department.
Course develops students' ability to speak confidently and effectively in a variety of public speaking situations. Students prepare and present several different types of speeches that arts' managers are often required to make. Particular attention is paid to style, persuasion, and credibility in public speaking.
Columbia College Chicago: Spring 2008, Fall 2008, Spring 2009, Fall 2009 (two), Spring 2010 (two), Fall 2010 (two), Spring 2011, Fall 2011 (two), Spring 2012, Fall 2012, Spring 2013, Fall 2013, Spring 2014, Fall 2014, Spring 2015, Fall 2015, Spring 2017

"Business and Professional Communications," Hybrid* Course within College of Communication.
**Hybrid: taught 50% online and 50% in person.* Students acquire and practice the written and oral communication skills needed to interview successfully. Students are taught to organize and prepare clear, concise and interesting presentations. In addition, they receive experiential guidance on working effectively in team scenarios, and they learn to analyze internal communications within business environments. This course embraces opportunities for both critical thinking and applied problem solving.
DePaul University, Chicago. Fall 2013, Winter 2014

"Writing for Managers," Online Course within Business & Entrepreneurship department.
Taught 100% online. Course focuses on identifying appropriate media and format for reaching target audiences and achieving intended communication goals. It provides students with essential skills to organize and effectively convey information in a clear, concise manner.
Columbia College Chicago: Spring 2014, Summer 2014, Fall 2014, Spring 2015, Fall 2015, Spring 2016

"Public Speaking," Course within College of Communication.
Introduction to the skills required in a variety of public speaking settings. Includes units on delivery, language, defining speech purposes and content, finding supporting material, organization, and audience analysis. Students will be required to present speeches. Background in basic writing and library skills is necessary.
DePaul University, Chicago. Fall 2012, Winter 2013, Spring 2013, Fall 2013, Spring 2014, Fall 2014, Winter 2015, Fall 2015, Winter 2016; Fall 2016; Fall 2017

"Oral Expressions," Course within English Department.
Students overcome difficulties they may have in public speaking, such as stage fright and poor diction. Students work on delivery elements such as posture, gestures, facial expressions, and more. Course introduces students to informative, persuasive, and ceremonial modes of public speaking and helps students develop well-organized speeches with clear messages.
Columbia College Chicago: Fall 2010, Spring 2011, Fall 2011, Spring 2012

“Introduction to Management,” Course within Arts, Entertainment, and Media Management Department. Course provides students with an overview of various management functions. Students are prepared to engage the entrepreneurial opportunities in the arts as small business owners and managers. Students learn to use basic managerial functions as controls and set goals, provide leadership, and create an environment of clear strategic vision and analysis. *Columbia College Chicago: Fall 2007*

CIVIC ENGAGEMENT IN THE CLASSROOM

Columbia College-NFTE Day. Once per semester, our class hosts a workshop with students from the NFTE (National Foundation for Teaching Entrepreneurship) program. NFTE helps students from tough backgrounds to establish their own businesses and work ethics early in life. These participants come from high schools within the Chicago Public School system. The Columbia College-NFTE collaboration involves a three-hour co-learning session. Activities revolve around oral communications: speed networking; improvisation exercises; relaxation techniques; impromptu speeches; critiques. This session is held towards the end of the semester, so that Columbia students can use this opportunity to mentor and share skills and knowledge they’ve acquired throughout the course.

TEACHING AND ACADEMIC WORKSHOP INTERESTS

Presentation skills (oral communications), sales and business development of professional services, leadership, entrepreneurship, career growth and development, job search/self-marketing, business writing.

PROFESSIONAL HISTORY

SCARLETT CONSULTING, Chicago, Illinois. **2003-PRESENT**
President.

Scarlett Consulting provides sales and marketing advisory services to architects, engineers, and construction firms (AEC) to help them grow their businesses. Featured service: On-call Chief Marketing Officer—an annual retainer agreement, providing non-competing firms with senior strategic business development and marketing approaches, individualized communications coaching, insights on industry best practices, creative techniques and processes, and candid feedback. Full suite of services described on www.annescarlett.com. As well, deliver customized communications in-house training workshops, along with open-enrollment presentations for audiences such as Society for Marketing Professional Services (SMPS), American Institute of Architects (AIA), NEOCON, American Council of Engineering Companies (ACEC). Regularly published: *Modern Steel Construction*, *RainToday* (publication of RainGroup), *PSMJ A/E Rainmaker*.

ZWEIGWHITE, Chicago, Illinois. **2005-2006**
Director of Business Development & Marketing Consulting Group, Principal.

Provided leadership to deliver key services: Business Development & Marketing Planning, Market Sector Planning, Marketing Collateral Audits, Business Development Training, Communications Programs, Client Perception Surveys, Market Research. Speaker at national industry conferences including Buildings Conference, Pathway to Principal, AE Marketing Now, Land Development East. Frequently quoted and published in industry media such as *Structural Engineer*.

CUH2A, Chicago, Illinois. **1999-2002**
Director of Development for Midwest Region, Associate.

Joined Chicago regional startup office during its second year. Originally charged with growing corporate office/research market. Faced challenge of minimal brand identity in Midwest, requiring increased visibility. In December 2001, eliminated corporate office pursuits in response to shareholders’ new business direction towards science & technology. Energetically re-focused to identify and sell CUH2A differentiators in this market.

PERKINS & WILL, INC., Chicago, Illinois. **1996-1999**
Business Development Representative for Corporate Services/Interiors Practice, Associate.

Focused on corporate interior clients, with emphasis on professional services firms.

NAGLE HARTRAY, Chicago, Illinois. **1994-1996**
Director of Business Development.

Strived to strategically balance new opportunities to accommodate a highly diverse, five-prong leadership. Focus: education (secondary/higher), technology, housing (elderly/ market rate), municipal.

HOLABIRD & ROOT, Chicago, Illinois. **1992-1993**
Co-Director of Business Development.

Grew rapidly in position, resulting in promotion to leadership role from Business Development Representative. Cultivated opportunities in soft economy. Focus: corporate, higher education, historic preservation—within Illinois, Indiana, Michigan, Ohio.

TILTON + LEWIS, Chicago, Illinois.
Interior Designer for Corporate Office Clients.

1990-1992

SELECTED ARTICLES PUBLISHED

Over 70 published articles available for view and download: www.annescarlett.com/articles. Representative works relevant to communications, marketing/sales, and leadership include:

PRESENTATION SKILLS

"Leverage your nervous energy. Tips and techniques for converting nervous anxiety into positive energy."
PSMJ's AE Marketing Journal, May 2012. (Reprinted in *Rain Today*, June 2012; *Modern Steel Construction*, June 2012).

"Does your presentation team behave like a team? Use improv exercises to strengthen your team presentations."
PSMJ's AE Marketing Journal, February 2012. (Reprinted in *Rain Today*, March 2012; *Modern Steel Construction*, March 2012).

"Get in. Get out. Leave 'em wanting more. Delivering an impromptu pitch during unexpected business encounters."
PSMJ's AE Marketing Journal, March 2011. (Reprinted in *Rain Today*, March 2011).

"Best practices for effective meetings. Making the most of meetings---as a facilitator and as an attendee."
Modern Steel Construction, November 2010.

"Creating an 'experience' within formal interview presentations. Relationship-building is one thing; closing the deal is another."
PSMJ's AE Marketing Journal, June 2010. (Reprinted in *Rain Today*, June 2010).

"Nail the Q&A portion of the interview. Tips for teams to provide answers to questions you do - and do not - expect."
ZweigWhite's AE Marketing Letter, December 2007.

"Engineers can---and do---present well. Presentation and Selling for the Technical Professional."
Modern Steel Construction, April 2008.

"Touch 'em, then touch 'em again. Get real results from your speaking engagements."
CE News, July 2007. (Reprinted in *Rain Today*, October 2008).

"Making Rain with Webinars. Getting comfortable with this technology as a selling tool."
PSMJ's AE Marketing Journal, September 2008.

SALES AND MARKETING BEST PRACTICES

"Make networking work for you."
Modern Steel Construction, April 2016.

"Improve your writing; Improve your business."
Rain Today, September 2015; *Modern Steel Construction*, slated for February 2017.

"Sharpen your pencil; precision in writing rules! Best practices for AEP."
Rain Today, October 2015; *Modern Steel Construction*, slated for June 2017.

"The Millennials: How to sell to this new generation of buyers."
Rain Today, May 2015; *Modern Steel Construction*, slated for October 2016.

"Business development: Set your technical professionals up to succeed."
Rain Today, February 2015; *Modern Steel Construction*, February 2016.

"Ideas-driven networking connects you with the right people."
Rain Today, December 2014; *Modern Steel Construction*, May 2015.

"I'm sorry, you were saying? Selling to adults with ADD-like behavior."
Rain Today, January 2014; *Modern Steel Construction*, September 2014.

“Procrastination in Business (and Sales).”

Rain Today, June 2014; *Modern Steel Construction*, August 2014.

Adjusting your sales approach towards prospective clients with short attention spans.

Rain Today, January 2014.

Delivering---and receiving---bad news in business.

Rain Today, August 2013. (Reprinted in *Modern Steel Construction*, Fall 2013)

Respect boundaries in networking.

Rain Today, February 2013. (Reprinted in *Modern Steel Construction*, Summer 2013 and *PSMJ's AE Marketing Journal*, Summer 2013.)

Do you speak the 'language' of your prospects? Knowing your prospects' preferences and terminology will strengthen your connection.

Modern Steel Construction, March 2013. (Reprinted in *Rain Today*, May 2013 and *PSMJ's AE Marketing Journal*, Spring 2013.)

Give good conversation. Tips for elevating small talk (and maybe easing into business!)

Rain Today, September 2012. (Reprinted in *Modern Steel Construction*, November 2012).

'How prospects learn' is a critical part of the selling process. Modify your approach to best fit prospects' learning preferences.

Rain Today, December 2012. (Reprinted in *PSMJ's AE Marketing Journal* as a blog post January 2013).

“Best practices for business relationships. Give credit where credit is due---liberally!”

Rain Today, June 2011. (Reprinted in *PSMJ's AE Marketing Journal*, September 2011).

“Walking in another's shoes. Empathy is a surefire way to demonstrate business development leadership.”

PSMJ's AE Marketing Journal, December 2010. (Reprinted in *Rain Today*, December 2010).

“AEC team-building in tough times. Three ingredients to make it happen.”

Modern Steel Construction, March 2010.

“Give 'em something to talk about. Identifying value propositions so they will listen, and buy!”

PSMJ's AE Marketing Journal, December 2009.

“Turning Lemons into Lemonade, Part I, II and III. Mobilizing under-utilized staff to contribute to your firm's business development solution.”

PSMJ's AE Marketing Journal, September 2009. (Reprinted in *Rain Today*, September 2009).

“When your client gets the pink slip. Making sure that your nurturing and relationship-building stay intact.”

PSMJ's AE Marketing Journal, June 2009.

“Downsizing: The marketing professional's role. Ways to help make it better for everyone.”

ZweigWhite AE Marketing Letter, December 2008. (Reprinted in *Rain Today*, April 2009).

“Sustaining a robust touch plan in a down economy. Social networking is one answer.”

PSMJ's AE Marketing Journal, March 2009.

“Mining personal networks. All-hands-on-deck approach in a fluctuating economy.”

Modern Steel Construction, August 2008.

PERSONAL LEADERSHIP AND GROWTH IN MARKETING

“Are you having fun at work?”

Modern Steel Construction, October 2015.

“How to remain relevant in an ever-changing business world.”

Rain Today, September 2014; *Modern Steel Construction*, July 2015.

“Grow your career right now! If you find yourself in a rut, don't blame it on the dismal economy.”

Modern Steel Construction, April 2009.

"Mistakes: Gotta love 'em and learn from 'em. Lessons learned from presentation blooper."
PSMJ's AE Marketing Journal, December 2008.

"The many faces of a business development professional. Reading between the lines of your job description."
ZweigWhite AE Marketing Letter, September 2007.

"What's your bizdev purpose? How to identify the hidden business developer in every person, every role."
The ZweigLetter, July 2006. (Reprinted in *ZweigWhite AE Marketing Letter*, July 2006.)

"Be a rising star! Ten things every entry-level engineer should know."
Modern Steel Construction, June 2006.

"Leadership: It's in your future if you want it. Are you a doer, manager, or leader?"
Modern Steel Construction, April 2006.

"Keep it real. Be a better business developer by honoring the human-to-human connection."
PSMJ Rainmaker, 2008.

"Finding your inner marketer. Contribute to your firm's marketing efforts by tapping into your personal strengths."
Modern Steel Construction, April 2007.

SELECTED PROFESSIONAL WORKSHOPS AND PRESENTATIONS DELIVERED (2007-PRESENT)

- "Chemistry rocks! Boost effectiveness of your team's sales presentations through improvisation exercises."
Practice Management Knowledge Center, American Institute of Architects (AIA), Chicago Chapter. Chicago, Illinois. May 9, 2012.
- "How to leverage social technologies in the design industry."
NEOCON, Chicago, Illinois. June 13, 2012.
- "So you say you do good work, hmmm? Prove it. Strategies and techniques to increase your refer-ability."
Webinar, produced by the Association of Licensed Architects. November 10, 2011.
- "Your impact—make your point fast, and make it matter! Impromptu and pecha kucha presentation guidance for AEC Professionals"
Practice Management Knowledge Center, American Institute of Architects (AIA), Chicago Chapter. Chicago, Illinois. February 23, 2011.
- "Storytelling: The key to marketing knowledge." (Pecha Kucha format)
KA Connect Conference. Chicago, Illinois. April 9, 2010.
- "The Not-So-Secret Secret to Networking: Followup!"
Practice Management Knowledge Center, American Institute of Architects (AIA), Chicago Chapter. January 30, 2008.
- "Get it Together! Organization and Time Management Skills for the AEC Marketing Coordinator."
Society for Marketing Professional Services (SMPS), Chicago Chapter. Chicago, Illinois. February 27, 2008.
- "Be Successful; Be Flexible. Embracing the many roles of the AEC Business Development Professional"
Produced by ZweigWhite Information Services. Webinar. December 6, 2007.
- "You're Hired! Now What?? Strategies to launch - and develop - your AE marketing career."
Society for Marketing Professional Services (SMPS), Chicago Chapter, Marketing Bootcamp Series. Chicago, Illinois. January 30, 2007.
- "Beyond the Magic Bullet: Business Development Strategies to Tackle a Down Economy" (Geared towards Small to Mid-sized Firms)
Practice Management Knowledge Center, American Institute of Architects (AIA), Chicago Chapter. Chicago, Illinois. April 7, 2010.
Association of Licensed Architects (ALA), Illinois Chapter. Rolling Meadows, Illinois. May 12, 2009.
- "Face the Music: Be a Business Development Rockstar!"
Society for Marketing Professional Services (SMPS), Michigan Chapter. Southfield, Michigan. October 15, 2009.

Society for Marketing Professional Services (SMPS), Central Region Conference 2007. Chicago, Illinois. (4-hour session). May 10, 2007.
 Society for Marketing Professional Services (SMPS), Southern Region Conference 2007. San Antonio, Texas. January 26, 2007
 Produced by the Society for Marketing Professional Services (SMPS), Nationals. 90-minute Webinar. July 17, 2007.

“Ace the Q&A Portion of the Interview”

Society for Marketing Professional Services (SMPS), Southern Region Conference 2009. Oklahoma City, Oklahoma. January 23, 2009.
 Practice Management Knowledge Center, American Institute of Architects (AIA), Chicago Chapter. Chicago, Illinois. January 28, 2009.
 Society for Marketing Professional Services (SMPS), Central Region Conference 2008. Chicago, Illinois. May 8, 2008.

“Focus: Grow Your Business through Market Sector Planning”

Society for Marketing Professional Services (SMPS), Southern Region Conference. Dallas, Texas. January 25, 2008.
 Society for Marketing Professional Services (SMPS), Wisconsin Chapter. Pewaukee, Wisconsin. November 14, 2007.
 Practice Management Knowledge Center, American Institute of Architects (AIA), Chicago Chapter. Chicago, Illinois. January 17, 2007.

MEMBERSHIPS

Commercial Real Estate Executive Women (CREW), *Board Member 2002 – 3, Active Member: 1998 – 2010*
 Young Executives Club (YEC), *President 2001-2, Board Member 1998 – 2002*
 Corporate Real Estate Network (CoreNet), *Active Member 1998 – 2003*

SELECTED FACULTY DEVELOPMENT ACTIVITIES

TEACHING COMMONS WORKSHOP SERIES, DEPAUL UNIVERSITY

DePaul Teaching and Learning Certificate Program (TLC). Ongoing. (Kickoff Orientation: September 19, 2016).
 Annual Conference: 2015; 2016
 “Feedback in Motion: Screencasting Student Feedback.” October 28, 2016.
 “Engaging Students in Active Learning.” September 29, 2016.
 “Fostering Respectful Classroom Discussion.” September 23, 2016.
 “Quiet Thunder: Engaging Introverts in the Classroom.” March 6, 2015.
 “Engaging Your Students with Mobile Classroom Apps.” January 23, 2015.
 “Grading Writing Workshop.” September 5, 2014.
 “Commenting on Writing to Coach Revision Workshop.” September 12, 2014.

SCHOOL FOR NEW LEARNING, DEPAUL UNIVERSITY

“Embodied Learning and Movement.” May 3, 2016.
 “Innovative Strategies for Facilitating Adult Learning.” July 7, 2014.

CENTER FOR INNOVATION AND TEACHING EXCELLENCE (CITE), COLUMBIA COLLEGE CHICAGO

“Teaching Spontaneously and Learning Unexpectedly: An Improv Workshop.” April 19, 2013.
 “Teaching to Transgress Series.” March 2012.
 “What the Best College Teachers Do Series.” November 2011.

CENTER FOR TEACHING EXCELLENCE, COLUMBIA COLLEGE CHICAGO

“Journal and Sketchbook: Ways of Seeing. A dual-disciplinary approach toward discovering and uncovering narrative.” April 6, 2011.
 “Black Student Success in the Classroom.” March 31, 2011.
 “Good Ideas for Teaching (GIFT), using VARK.” March 1, 2010.
 “The One-to-One Future: Matching Pedagogy to Learning Style.” November 3, 2008.
 “Rhetorics of Apocalypse: Developing effective and engaging courses that focus on abstract topics.” October 27, 2008.

CENGAGE LEARNING

"Teaching secrets that will make your students say 'wow!'" Webinar. August 28, 2014.

CENTER FOR INSTRUCTIONAL TECHNOLOGY, COLUMBIA COLLEGE CHICAGO

"Columbia at the MCA." October 25, 2011.

"Google Galore Series." Fall 2011.

"Camp Moodle." August 9-13, 2010.

"Moodle Coursework and Gradebook." September 1, 2009.

"Technology in the Classroom." April 13 - May 11, 2009.

"Teaching with the Web 2.0." February 26, 2009.

"Podcasting Series." June 9 - July 21, 2008.

OTHER ENDEAVORS

LEED Accredited Professional. Passed LEED AP exam in June 2009.

Invention. Designed, produced, and pitched prototype for a sweater organizer. Two manufacturers further developed and tested product - exploring production, pricing, and retailers.

Aspiring author. Formed Ha! Laboratories, a company dedicated to creation of products around subject of laughter.

Travel photography. Exhibited and sold around-the-world imagery for fine art and stock usage.

Language. Conversational (limited) in Spanish. Committed to becoming proficient in German (Attended 100-level courses at DePaul.)