



Carrie Ann Williams, CPSM, F. SAME | Speaker's Bio

As principal of the award-winning firm, Andana Consulting, Carrie Ann Williams, CPSM works with organizations to guide proposal development and create amazing marketing content. She has provided marketing and business development expertise to professional services firms for 18 years. When not working, she and her husband are busy at their home – Willow Spring Farm - restoring the pre-civil war log cabin and the 37-acre farm in Maryland. She is active with Society of American Military Engineers (SAME), the Society for Marketing Professional Services (SMPS), Urban Land Institute (ULI), and the American Institute of Architects (AIA). A Certified Professional Services Marketer, Carrie has Bachelor's of Arts in English Literature and a Master's of Business Administration. Carrie Ann is also "Inbound Certified" and "Content Marketing Certified" from HubSpot.

Topics

Carrie Ann regularly speaks to marketers and business leaders on a variety of topics related to marketing and business development for professional services firms. Topics Include:

- > Qualifications-based Proposals
- > Positioning and Differentiating Your Business
- > Finding Focus: Developing a dynamic and useful strategic marketing plan
- > Planning to Win Federal Contracts
- > Streamlining Internal Proposal / BD Processes

Past Engagements

Carrie Ann has been a featured speaker at:

- The Society of American Military Engineers – National Training Conference (JETC) and National Small Business Conference (SBC)
- The Society for Marketing Professional Services (local chapters and regional conferences)
- The National Veterans Small Business Conference
- The American Institute of Architects
- The Baltimore Business Journal

Booking

Sessions are delivered in person or virtually and can be customized and presented as full-day workshops, ½ day workshops, or individual sessions (for a luncheon or conference presentation). To book Carrie Ann, contact her at 443-297-9535 or visit AndanaConsulting.com/Speaking