



Craig Park

FSMPS, Assoc. AIA

Freelance Author and Media
Resource | Public Speaking
Engagements | Leadership
Development & Team Building
Programs

Craig Park is an award-winning AEC industry veteran whose mission is to drive value-centered leadership, enduring client relationships, and professional service brand equity growth through bespoke advisory, consulting, and development services.

Craig is an associate principal and director of digital experience design for architects, engineers, interior designers, and landscape architects Clark & Enersen, based in Lincoln, NE. His team specializes in audiovisual and information technology, working with the firm's holistic approach to creative design solutions for their clients.

In his private practice, Craig Park Consult, Craig provides services as a freelance author, public speaker, and strategic advisor focused on enduring growth and leadership development.

A Passionate AEC Industry Expert:

Craig holds a BS in Architecture from California State Polytechnic University, San Luis Obispo, and completed continuing education certificate programs in Microprocessor Technology at New York University and Leadership at the Advanced Management Institute in San Francisco.

“When you have a techie that understands marketing and a marketing guy that’s a techie, what do you get? An educator to both left and right-brain people. Craig Park is that guy.”

– Julie Luers, FSMPS, retired Chief Marketing Officer, HGA

SERVICES

■ Author

Craig has published three books, contributed to three others, and authored 250+ articles in industry journals and online news sites. His latest book, "The Architecture of Vision," co-authored with Barbara Shuck, offers insights into leadership development for professional service firms.

■ Speaker

Craig has presented hundreds of programs on marketing, technology, and leadership at local, regional, and national A/E/C industry events.

■ Advisor

Craig provides consulting services to identify gaps, develop project plans, and implement strategies for measurable results in areas such as technology and leadership.

Contact Me:

✉ Craig@CraigPark.com

☎ 843-321-8988

Reach out to Craig Park for support in achieving your personal, business, and industry growth goals.

PUBLISHERS & EDITORS

Craig provides resources for AEC industry publications, associations, and professional service firms. He is available for interviews and creative content development on strategic marketing, agile management, new collaborative technologies, and trends in the AEC industry. Craig's writing and insights have appeared in over 250 articles in numerous industry publications, including:

- AIA Practice Management Digest
- APPA Facility Manager*
- Architectural Record
- Building Connections
- Design Intelligence
- IFMA Facilities Management Journal
- Interiors
- Interiors & Sources
- NSCA Integrate
- Pro Sound News
- PSMA Authority
- SCUP Planning for Higher Education Journal
- SMPS Marketer*
- Sound & Video Contractor
- System Contractor News*

* Byline Author/Contributing Editor

FOR ASSOCIATION EVENTS & CONFERENCES

Craig's unique blend of creativity and analytics helps him develop programs that engage audiences with new approaches and insights to exceeding client expectations, identifying opportunities and strategies, and developing methods to achieve measurable goals. His programs and workshops span the interests of professional service firms in all areas of the AEC industry. His individualized and interactive programs ensure audiences will leave engaged, informed, and inspired. Craig has presented over 150 programs for industry associations, including:

- AIM Institute
- American Council of Engineering Consultants
- American Institute of Architects
- American Society of Interior Designers
- Association of Physical Plant Administrators
- Audiovisual Integrated Experience Association
- Institute of Business Designers
- International Facilities Management Association
- International Interior Design Association
- National Systems Contractor Association
- Society for College & University Planning
- Society for Marketing Professional Services

PUBLICATIONS

The Architecture of Value: Building Your Professional Practice

An insightful look at the strategies, marketing, and best practices that create an enduring professional service firm focused on expertise, excellence, and experience through strategic leadership, marketing, client development, and collaboration.

The Architecture of Image: Branding Your Professional Practice

Explores why the brand of the professional service firm is one of the most misunderstood and often under-utilized tools to build market share and increase business. Readers learn how culture, collaboration, and communication create, develop, and sustain an enduring brand.

The Architecture of Vision: Leadership in Your Professional Practice

A comprehensive look at the nature of leadership and leadership development provides a framework —based on three pillars: Inspiration, Innovation, and Integrity — and clear, real-world, contemporary examples of becoming a visionary leader in a professional service firm.

AEC INDUSTRY LEADERSHIP

Craig has worked with a diverse range of clients, including Architecture, Engineering, Construction, and Technology sectors, as a mentor, strategic advisor, and creative writer/presenter.

Award-Winning Experience

An architect, collaborative technologist, and marketing strategy leader, Craig brings 30+ years of experience to deliver innovative customer-focused solutions and remarkable client experiences.

AEC Industry Thought Leader

Known for creativity, energy, and integrity, Craig shares insights through writing and speaking on marketing, design, and technology topics.

Background

Craig's extensive career includes leadership roles as Chief Marketing Officer at three national AEC firms, serving as a board member/trustee for several national associations and foundations, and receiving prestigious awards highlighting his contributions to the A/E/C marketing profession.

SMPS Achievements

Craig's dedication to SMPS includes serving as SF/Bay Area Chapter President, National President, and SMPS Foundation Trustee. Craig received the SMPS Weld Coxe Marketing Achievement Award, Chapter President of the Year Award, and the SMPS SF/Bay Area Chapter's William Hankinson Life-Time Achievement Award. He received his CPSM certification in 1993 and was elevated to Fellow in 1994.

TECHNOLOGY INDUSTRY CONTRIBUTIONS

Craig's involvement in the AEC technology sector includes his service as an AVIXA board member, AV division director, executive committee and leadership development council member, and founding chair of the independent consults council. He received AVIXA awards for his technology designs for Apple's R&D Campus and Varian Associates' Board Room. Craig was named Educator 2000 by the National Systems Contractor Association.

PUBLICATIONS

As Contributing Editor:

APPA Facilities Manager (2023 – present): contributing editor and author for the *“Technology + Trends”* column for facilities management and AEC industry professionals

SMPS Marketer (1999 – 2020): contributing editor for feature articles and byline author of the *“Next Edge”* column on emerging marketing-related trends and technologies for AEC marketing professionals

Sound & Video Contractor (1994 – 2000): contributing editor for feature articles and project profile articles and byline author of the *“On Virtuality”* column on trends in virtual collaboration technologies, practice strategies, and marketing for technology industry professionals



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CRAIGPARK CONSULT
CPC IDEAS TO INSPIRE. STRATEGIES FOR GROWTH.