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Hollinden | Strategic Consulting Principal Receives SMPS Certification

(HOUSTON, TX) – Christine Hollinden, principal of Hollinden | strategic consulting (www.hollinden.com), has achieved the designation of Certified Professional Services Marketer (CPSM) from the Society for Professional Services Marketing (SMPS) – one of 33 members in Houston who have succeeded in achieving this certification.

Certified Professional Services Marketers (CPSMs) are recognized as having the experience and knowledge to generate profitable business in the architectural, engineering, and construction marketplace. To earn the CPSM designation, candidates must meet education and experience requirements, as well as pass a written examination to assess their mastery of marketing professional services. This program is sponsored by the [Society for Marketing Professional Services](#) (SMPS), a national marketing organization with 5,869 members.

One of the top 10 chapters in the country, SMPS Houston has 268 members representing more than 170 firms in the architectural, engineering and construction industries. The chapter's membership includes a mix of principals, business development officers and marketing managers who are focused on developing relationships and generating revenues for their companies.

[Christine Hollinden](#) has been helping professional services firms build brands and drive practice development for 25 years. She holds an MBA from Texas A&M University, is president of Entrepreneurial Women Presidents, is a member of the American Marketing Association Houston Chapter's board of directors, and currently sits on the executive committee of the Center for New Ventures and Entrepreneurship.

About Hollinden | Strategic Consulting

Established in 1993, Houston-based [Hollinden | strategic consulting](#) is an award-winning professional services marketing firm. Hollinden provides sharply-focused marketing strategies, innovative branding solutions, and results-driven marketing implementation with a balance of interactive and traditional marketing. The [Hollinden Branding Protocol](#)[®], a proprietary process which identifies relevant topics, aligns resources, unifies goals, and defines approaches, helps clients reach the right audience efficiently and effectively. Hollinden serves service-based firms including legal, financial, accounting, insurance, consulting, information technology, health/fitness, human resources, architectural, engineering, construction, and real estate. To learn more about Hollinden | strategic consulting, call 713.520.5532, e-mail info@hollinden.com, or visit <http://www.hollinden.com>.

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