



KIMBERLY KAYLER, CPSM

PRESIDENT • AOE

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BACKGROUND:

Kimberly has extensive experience as a marketing professional serving technical industries. While completing her Journalism degree at the University of Arizona, she interned with the College of Engineering & Mines as a reporter and found she loved writing about engineering. After college, she edited a book for Armstrong Laboratories at Wright-Patterson Air Force Base before accepting a marketing position with a 70-person civil/structural/environmental engineering firm. She then moved to a Director of Marketing position at a 200-person engineering/architecture firm that provided services in North, Central and South America.

In addition to her tenure as a marketing professional serving the needs of technical firms, Kimberly also has experience as an account executive with a full-service advertising agency. In this role, she was responsible for project management of a wide variety of technical clients and gained experience with numerous print and electronic marketing tactics.

In 2001, Kimberly started Constructive Communication, Inc. (CCI) to serve the needs of professional service and business-to-business technical firms. The firm specialized in marketing strategy, public relations, crisis communications and social media for 16 years and was well regarded in the industry for excellence.

In 2018, AOE and CCI merged and Kimberly was named president. Under her leadership, AOE has grown both in the scope of services as well as its impact on the industries it serves.

HER ROLE AT AOE:

In her role as president of AOE, Kimberly helps clients define strategy and develop marketing, business and other operational plans. An expert in strategic planning, she has helped several industry associations develop their strategy as well as marketing action plans. She serves as the account lead for many of AOE's clients and also works with team members to ensure quality control and ROI processes are continually refined to meet the needs of today's dynamic business world.

Named one of the most influential people in the concrete construction industry in 2020, Kimberly is the author of more than 2,000 articles. She has extensive expertise in developing technical articles, speeches and media campaigns. Her experience also extends to developing and implementing numerous crises communications plans. Further, Kimberly is co-author of *Leading with Marketing*, a handbook for marketing and business development.

Kimberly is a well-known speaker. She is well versed in online instruction as well as large-scale workshops, having taught courses for audiences with more than 500 attendees. Further, she has extensive experience in training and education on crisis communications as well as Diversity, Equity and Inclusion.

HER SKILLS INCLUDE:

- Strategic planning
- Public speaking
- Diversity, Equity and Inclusion
- Key message development and delivery
- Crisis communications
- Board Relations
- Editor relations
- Social Media
- Business and operations planning

EDUCATION & DESIGNATIONS

- B.A. Journalism/English, The University of Arizona - 1994
- M.S. in Organization and Management with an emphasis in Leadership, Capella University – 2009
- Diversity, Equity and Inclusion Certificate from the University of Michigan
- Crisis Communications Training Certificate from the National Transportation Safety Board
- C.P.S.M., professional designation from the Society for Marketing Professional Services (SMPS)—first person in Ohio to earn this designation – 1999

MEMBERSHIPS:

- Women in Concrete Alliance (Steering Committee) as well as experience serving on the U.S. Dept. of Transportation TaskForce on Women: Member, Chair of Communications Committee
- American Concrete Institute: Member of Board of Direction 2015-17; past chair of Marketing Committee; past member of the Financial Advisory Committee, International Communications Committee Task Group, Global Marketing Research Task Group, Awards Task Group, Branding Task Group, Membership Committee, and Communications Platform Task Group; as well as participant in the 2013 Strategic Planning effort and member of its Special Task Group; currently serves on ACI Foundation Scholarship Council
- 40 Under 40 Distinction from Columbus Business First, Class of 2005
- Graduate and past Board member of Leadership Dublin (2003) and Leadership Dayton (1996)
- University of Arizona (UA) Board of Governors (Alumni Foundation), Volunteer with Wildcat Mentor Society and named 2021 Mentor of the Year and also serve on the Advisory Board for the UA School of Journalism

COLLEGE PROFESSOR CURRICULUM CONSULTANT

More than a decade of experience teaching as adjunct professor in the Integrated Marketing Communications Department at Columbus State Community College. Classes taught (both in the classroom and online) include Public Relations, Services Marketing, Customer Service and Sales, Customer Service in an Online Environment and Branding. In addition to teaching, experience writing curriculum for both Columbus State and McGraw-Hill's adult education program.

