

S. M. WILSON PROMOTES AMANDA BOHNERT, CPSM TO CHIEF MARKETING OFFICER AND KRISTYNN NEWBERN TO DIRECTOR OF CLIENT DEVELOPMENT



St. Louis, Mo., October 7, 2019 – S. M. Wilson & Co. has promoted Amanda Bohnert, CPSM to Chief Marketing Officer and Kristynn Newbern to Director of Client Development.

Bohnert joined S. M. Wilson in 2004 and has been an integral team member for the past 15 years. As Chief Marketing Officer, Bohnert will help position S. M. Wilson to be selected by target clients and evaluate business opportunities to enhance financial success. She will be responsible for leadership and coordination of all Business Development and Marketing efforts including oversight of short and long-range planning on sales and marketing strategies targeted toward existing and new

markets. She is the firm's first CMO.

Bohnert also sits on the company's Charitable Giving Committee, Planning Committee, Technology Committee and chairs the ESOP Communications Committee. Outside of S. M. Wilson, she serves as the Director at Large for the Society for Marketing Professional Services (SMPS) St. Louis. Bohnert is a Certified Professional Services Marketer (CPSM) and holds a dual B.A. in Public Relations and Business Management and M.A. in Marketing and Advertising from Webster University.

Newbern joined S. M. Wilson in 2017 and has proven to be a valuable asset to the team by identifying and elevating prospects, bringing in opportunities and landing new clients. In her new role, she will be leading efforts in the company's K-12 and municipal markets and continue to establish and strengthen client partner relationships.

Newbern holds B.S. and M.S. in Engineering Management from Missouri S&T with a professional background in the industrial and civil engineering industry. She is also a member of SMPS St. Louis, Commercial Real Estate Women (CREW) St. Louis, St. Louis Council of Construction Consumers (SLCCC), Urban Land Institute (ULI), and is a licensed Missouri real estate agent.

S. M. Wilson is a full-service construction management, design/build and general contracting firm with headquarters in St. Louis. For nearly 100 years, S. M. Wilson has provided a complete range of services and has become one of the leading general construction and construction management firms in the St. Louis area. The employee-owned company is dedicated to going above and beyond expectations for their clients by putting people first. For more information, visit

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