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SMBW Announces Promotion of Erin Rowe to Market Manager

Richmond, VA – SMBW, PLLC, an interdisciplinary design studio for architecture, landscape architecture, interior design, and urban planning founded and operating in Richmond, is proud to announce that Erin Rowe has been promoted to Market Manager in the firm.

Rowe, of Richmond, VA, first earned a B.S. in Communication from Radford University in 2009 and started her career in Marketing. Years later, she earned a Master of Fine Arts in Interior Environments at Virginia Commonwealth University and has been a practicing Interior Designer at SMBW for five years. The Market Manager role has been crafted to blend her Marketing and Design experience to position the firm for new projects, through business development and marketing efforts.

Rowe’s professional experience spans regional corporate and higher education projects, but her real passion is people. As an interior designer, she worked to truly get to know a client and understand their needs, offering research and relationship-based solutions resulting in thoughtful designs. As Market Manager, Erin’s ability to connect with SMBW’s clients and the Richmond community will restructure the firm’s approach to winning new work and making community connections. Erin is an active community member serving as the President of the Junior Board of Historic Richmond, the Vice President of Sponsorship for IIDA (International Interior Design Association), and a lifelong Big Sister volunteer to Richmond teens.

Tamara Van Meter, Firm Principal and Head of Interiors: “Erin possesses a unique and powerful understanding of both the creative and business drivers that make a project successful. She thinks like a client and encourages our team to push beyond the physical design solution and explore ways our buildings can serve the community, convey brand, and ultimately bring value to our client’s business. Her energetic and outgoing personality make her a natural leader in our firm and community. We are incredibly excited to have created a custom role that showcases Erin’s strengths and look forward to the impact she will make on SMBW!”

Requests for additional information or interviews should be forwarded to SMBW Market Manager Erin Rowe at erowe@smbw.com.

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