Strategic Marketing & Advisory for Tomorrow

Position your firm for its next opportunity.

Market intelligence. Clear positioning. Practical growth.

Senior marketing and client development support for architecture, engineering, and construction firms.



Philippe Trotin

Business Engineer | Managing Principal

www.smatconsulting.com

OUR WORKING MODEL

Strategy that stays close to the action.

SMAT works alongside your executive team as a senior marketing and client development resource, for a focused assignment or an ongoing part-time role.

SMAT stands for Strategic Marketing & Advisory for Tomorrow.

Helping A/E/C firms plan their next chapter and turn market insight into project opportunities.

Develop a regional office

Connect location analysis with market demand, competitive positioning, and access to the owners your firm wants to serve.

Build a network

Prioritize decision makers and potential partners. Develop introductions, direct outreach, and the follow-through that builds working relationships.

Focus on your business

Keep project delivery moving while SMAT helps shape your message, market priorities, qualifications, and pursuit effort.

CORE SERVICES

A connected approach to growth.



Strategic marketing & planning

Set market priorities, clarify your strengths, and translate strategy into action.

Internal & external marketing audits

Connect an internal review with client interviews and competitive insight.

Market research & intelligence

Evaluate sectors, owners, competitors, and the opportunities that fit your firm.

Client development & client outreach

Build relationships, identify pursuits, and prepare your team to compete.

Brand positioning & marketing materials

Express your value through clear messaging, qualifications, and presentations.

Branch-office strategy & site selection

Compare regions and locations, then build a focused market-entry plan.



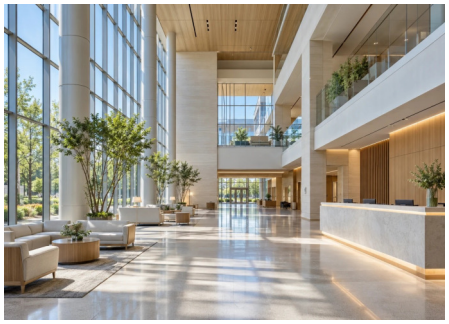
Lower photo: illustrative meeting composite featuring Philippe Trotin.

INDUSTRY MARKET SEGMENTS

Technical capability. Relevant market focus.



Education



Healthcare



Municipal & public safety



Industrial



Advanced technology



Resorts & hospitality



Commercial



Energy & infrastructure

Sector images are illustrative and do not depict SMAT client projects.

MARKETING AUDITS

See your firm from both sides.

The internal view

Review capabilities, leadership objectives, marketing materials, client-development practices, pursuit coordination, and available resources.

Identify whether the firm’s message and marketing effort reflect its strongest capabilities and support its growth priorities.

The external view

Independent client interviews and market research explore what owners value, how they perceive your firm, where concerns remain unspoken, and how competitors are positioned.

Identify relationship issues and opportunities for future work.

The result: priorities for strengthening relationships, sharpening positioning, and closing the gaps between your intended position and the market’s perception.

MARKET INTELLIGENCE

From analysis to project award.

01 / ASSESS

Understand the firm

Capabilities, relationships, resources, objectives, and audit findings.

02 / RESEARCH

Gather intelligence

Owner plans, project pipelines, procurement, client feedback, and competition.

03 / ANALYZE

Identify the best fit

Compare demand with strengths, capacity, geography, and potential partners.

04 / POSITION

Set the strategy

Define priority markets, target accounts, and the reasons to choose your firm.

05 / IMPLEMENT

Act and refine

Connect outreach, qualifications, and pursuits to the plan; review progress.

Published evidence establishes the market picture. Direct conversations add context. Analysis turns both into decisions your team can act on.

POSITIONING METHODOLOGY

Choose the analysis that answers the question.

SWOT analysis

Connect internal strengths and weaknesses with external opportunities and threats.

Strengths | Weaknesses
Opportunities | Threats

Portfolio positioning

Compare service lines and sectors through market growth and competitive position.

Build | Invest selectively
Sustain | Reassess

Market & regional fit

Examine owner investment, project timing, access to clients, competition, and delivery capacity.

Demand | Access
Competition | Delivery fit

Balanced scorecard

Connect growth goals with clients, people, capacity, and operating processes.

Financial | Clients
Resources | Processes

REGIONAL GROWTH

Establish a foothold with a market case.

A branch office is a strategic investment. SMAT combines regional research with your capabilities and delivery resources to help evaluate where to compete.

Compare regions

Examine owner capital activity, target sectors, geography, procurement, and established competitors.

Test the operating fit

Consider client access, partnerships, staffing, and the resources required to support the work.

Launch with priorities

Translate the location decision into target accounts, positioning, outreach, and a phased market-entry plan.



CLIENT DEVELOPMENT

Build relationships around a reason to meet.

Prioritize

Identify owners, facilities leaders, developers, architects, engineers, contractors, and potential teaming partners relevant to your strategy.

Connect

Use industry knowledge and SMAT's Northeast network to develop purposeful introductions and direct outreach.

Pursue

Support qualifications, RFQ/RFP responses, and interview preparation around the owner's needs and your firm's relevant strengths.

Review progress and refine the effort. New intelligence, client feedback, and pursuit outcomes should inform the next decision.

ABOUT SMAT

Experience at the intersection of people, projects, and growth.



Philippe Trotin

Business Engineer | Managing Principal

Philippe brings 25 years of direct experience working with A/E/C clients, combining strategic planning, analytical market research, and hands-on client development.

His established Northeast network spans owners, facilities leaders, design professionals, developers, contractors, and construction managers.

Client references describe an experienced and savvy marketing consultant who turns market insight into practical plans and stays involved through implementation.

EMAIL	ptrotin@smatconsulting.com
PHONE	802-922-3928
WEBSITE	www.smatconsulting.com

CLIENT REFERENCES

Trusted by people who design and build.

Hallam ICS
AN EMPLOYEE OWNED COMPANY

Hallam / ICS

“Philippe is perhaps the best marketing professional I know. He seems to have a natural talent for relating to people. This, coupled with a strong work ethic, makes him extremely effective. He is also good to work with.”

Philip Matcovich, P.E., Chief Engineer

“I have worked with Philippe at Hallam over several years on a number of projects. He had created and developed a very important business development program for Hallam. His work has been excellent from conception to execution. It is fair to say that he did most of the work to bring in the most important new client Hallam has developed in my 8 years consulting experience with them. I recommend Philippe with out reservations.”

Ronald Savitt, Ph.D., The University of Vermont, Savitt Associates, Hallam Associates Corporate Consultant

CLIENT REFERENCES

Trusted by people who design and build.

SMRT

“SMAT Consulting was retained by SMRT for marketing consultation and market research. As a result of SMAT Consulting’s market research findings, SMRT opened a branch office in Albany and Philippe supported the office with his marketing effort for over 3 years. Philippe is a fearless cold caller and very adroit in developing continuing relationships from these calls. He has excellent knowledge of owners, developers and contractors involved in life science, bio-pharmaceutical and electronics facility construction. We anticipate that we may use his services again when the need arises.”

Paul Stevens, AIA, Chairman of the Board, SMRT, Inc.

“When our firm was expanding into a new region where we had little market knowledge, Philippe Trotin opened many doors and exposed SMRT to new and valuable opportunities. Philippe authored a thorough and detailed marketing analysis of two regions. Subsequent to the analysis, Philippe assisted with the creation and execution of strategic plans for the new Albany regional office. Philippe’s prospecting efforts for us through the initial years in the new area continue to have value. Energetic and personable describe Philippe and these qualities are why many individuals with which we interface continue to recall Philippe. I and others at our firm are appreciative of what Philippe did to give our new venture a good footing.”

Jim Landau, P.E., BSCP, Principal, Albany NY Office

CLIENT REFERENCES

Trusted by people who design and build.

Erdman Anthony

“SMAT has been a valuable resource for this office. Philippe’s network of professionals, identification of potential clients, and persistent approach has provided us with a foundation that would have taken years to develop on our own.”

Jake Malagisi, P.E., Albany, NY Facilities Group Manager, Erdman Anthony, Inc.

Liebert Engineering

“Philippe is a unique, ubiquitous, and an effective business development, marketing, and strategic planning professional. His personality, talent, and tenacious spirit have been instrumental in my firm’s market share and revenue gains over the past couple of years. I never before met a consultant with his market awareness, aggressiveness, and passion for networking and team building. Philippe simply gets the job done.”

Gregory Liebert, P.E., CEM, GBE, CEA, HFDM, President, Liebert Engineering, Inc.

CLIENT REFERENCES

Trusted by people who design and build.

Knight Consulting Engineers

“We have found Philippe to be consistently upbeat. Besides being pleasant to work with, Philippe is a take-charge person who is able to present creative ideas and communicate their importance. He has developed several new market areas for us and as a result we have had several opportunities that we would not otherwise have had. We greatly appreciate his can-do attitude.”

Martin Hain, P.E., President, Knight Consulting Engineers

“Philippe has an upbeat, positive, personality which makes him a pleasure to deal with both as our consultant, and also for the clientele we are marketing to. Not only has he been instrumental to the expansion of our client database, but he was also very helpful in developing our promotional materials. Philippe is multi-talented, fun and creative and I look forward to working with him again in the future.”

Barbara Evans, P.E., LEED AP, Vice President, Knight Consulting Engineers

CLIENT REFERENCES

Trusted by people who design and build.

Wiemann Lamphere Architects

“SMAT Consulting has helped us to open our eyes and evaluate our marketing efforts. Philippe has given us direction and guidance which we were previously lacking in our business model. The approach to marketing that SMAT provides allows us the time to do what we do best, Architecture.”

David Roy, AIA, LEED AP, President, Wiemann Lamphere Architects

VIS Construction

“Philippe has worked with my company, VIS Construction Consultants, for over three years and as a result, we have been connected to several high value clients. He is a wealth of knowledge about marketing and sales and I recommend him to any construction related business that needs this service.”

Brian Haas, President, VIS Construction

CLIENT REFERENCES

Trusted by people who design and build.

Turner Construction

“Philippe is a determined and organized "go getter" and brings the needed skills to the table to strategically plan out your project to ensure you meet your goals and reach your target audience.”

Jeff Farewell, Senior Project Manager, LEED AP

Nanomed Devices

“I have worked closely with SMAT Consulting since the beginning of my venture. Philippe sees the entire landscape to bring a new technology to market. In addition to that deep understanding, he is approachable and engaged, creating a positive and constructive network to support our new drug delivery venture. Philippe brought all elements necessary for a startup. His assessments and advice have been extremely helpful in the development of our venture.”

Bai Xu, PhD., President and CEO, Nanomed Devices, Inc.

CLIENT REFERENCES

Trusted by people who design and build.

CENTERLINE ARCHITECTS

Our work with SMAT Consulting gave Centerline a much broader perspective on our firm and the market in which we operate. Philippe helped us move beyond a “small-town” way of thinking and better understand the opportunities available in a wider market, beyond just Southern Vermont.

One of the most valuable parts of the process was Philippe’s direct engagement with our clients. By interviewing them, he helped us hear firsthand what we do well, where we could improve, and how others perceive our firm. This process gave us an opportunity to step back, reflect on our current approach, and think more strategically about our future.

Philippe’s analytical approach and knowledge of the Vermont market provided a unique perspective on our firm and our growth strategy. I am very pleased with the work SMAT Consulting provided and the results they helped us achieve. Their understanding of what is happening in Vermont was a real benefit to Centerline and to our future planning.

KEVIN RACEK, AIA, NCARB, LEED AP

CLIENT REFERENCES

Trusted by people who design and build.

Cx Associates

“Philippe’s ability to singularly focus on business and client relationship development has been a very valuable addition to our team. He’s taken the time to learn about our business, our clients and our staff and has provided in-house education on client development and relationship management that has been very worthwhile. Philippe has opened doors for us we never could have opened on our own and has done a great job at helping us build relationships with clients, new and old, as well as some key professional partners.”

Matt Napolitan, P.E., CPMP, LEED AP BD+C, Managing Principal

CLEANBOX

“Philippe deliver results! Door opens, meeting happens and contracts get signed. He has an impressive network and understands the workings of our trade. Valued member of CLEANBOX.”

Alex Lavoie, Principal, Project Manager

CLIENT REFERENCES

Trusted by people who design and build.

AES Northeast

“SMAT Consulting’s marketing audit was instrumental in kick-starting the strategic planning process for our firm. From the start, Philippe’s passion and enthusiasm for developing a strategy to grow a successful A/E firm was evident. He presented a systematic approach to evaluating our firm as well as assisting us to begin to plan for the future.”

Nathan Bull, P.E., Partner, Director of Building Systems Division

Gardner Kilcoyne Architects

“Philippe assisted us with our internally perceived weaknesses and strengths, and to find out where we would be best situated in the crowded architectural services field in Vermont. He also interviewed our clients to find out what it was they appreciated about working with GKA and what our shortcomings were. Philippe ’s considerable contacts in the Vermont construction world opened many doors to us that we would never have been able to get through. When it became time for me to think about retiring, it was Philippe who found the company that would eventually purchase us. Again, Philippe’s connections within the Engineering and Architectural world was the link that allowed GKA to have a succession plan that works out well for all parties.”

Bill Gardner, AIA, NCARB, Principal

CLIENT REFERENCES

Trusted by people who design and build.

LN Consulting

“I have known Philippe in the regional A/E industry since 2005. He has been our Director of Marketing since 2020, leading development and implementation of our strategic marketing plan. The impressive breadth and depth of his knowledge of owners and design firms region-wide has enabled him to provide our firm with many project leads. He is professional, works independently, and we recommend SMAT Consulting without hesitation.”

Scott Alexander, P.E., Principal

Ben Fowler Consulting

“Working with SMAT Consulting feels like a partnership rather than a consultancy. Philippe not only redesigned our visual identity, but also has been instrumental in connecting us with meaningful targets. SMAT Consulting is a vital partner, finding real-world project opportunities, and broadening our network in ways that pay dividend quickly. Philippe's approach is hands-on, professional, combined with a genuine, friendly style, that has been key in helping us succeed.”

Ben Fowler, P.E., QCxP, Principal

CLIENT REFERENCES

Trusted by people who design and build.

Rabideau Architects

“I am pleased to offer my highest recommendation for SMAT Consulting. Philippe has his finger on the pulse of our marketplace, and over the years has been a valued advisor. He has helped me know my business better and guide my firm to greater success. The insights I gained from Philippe’s in-depth analysis of our place in the market, and our client’s perceptions of us, changed the game for me and my staff. I strongly recommend that any architectural firm can benefit from the right outside advisor. My experience working with SMAT Consulting tells me that Philippe is the ideal candidate to play that role.”

Greg Rabideau, AIA, President