

## **Catherine M. McCullough, CPSM**

A graduate of the marketing program at Fashion Institute of Design & Merchandising (FIDM) in Los Angeles, Catherine joined husband David at McCullough Landscape Architecture (MLA) in 2001. Prior to joining McCullough Landscape Architecture, Catherine was Marketing Director for the Westfield Corporation's San Diego super-regional shopping center, UTC. This is where she utilized her skills in branding, promotions/public relations, and project management. In 2002, Catherine became President and Chief Executive Officer of MLA, allowing the firm to become a woman-owned, Small Business Enterprise (SBE) by the State of California. With expertise in many market sectors, MLA's project list expands into hospitality, retail and entertainment, as well as mixed-use, education, and institutional properties. Designing from their studio-style office in the up and coming Makers Quarter of downtown San Diego's I.D.E.A. District, the firm's capabilities stretch across the entire state of California.

Catherine's current responsibilities include all marketing and business development efforts, as well as overseeing the financial management and operations of the firm. She is the immediate Past-President for the San Diego Chapter of the Society for Marketing Professional Services (SMPS), where she holds a certification as a Certified Professional Services Marketer (CPSM). In her spare time, Catherine serves as Chapter President of the San Diego FIDM Alumni Association, Neighborhood Coordinator for her small North Park community, volunteers at her children's school, and taxis her kids to drum lessons or cheer practice.