

Strategic Marketer, Networker, and Connected Communicator, Lindsay L. Young, MBA, CPSM, enjoys sharing her knowledge and expertise on all things marketing. She has been active in many industry organizations, including NAWIC. As Chief Difference Maker of nu marketing, Lindsay works closely with clients helping them with all things marketing including marketing and business development strategies, brand perception surveys, social media presence, customer and employee events, interview presentations, trade show implementation, employee training, and project management of branding and website redevelopment.

Lindsay has been married to her husband, Aaron, who is a superintendent for a construction company, for almost fifteen years. They enjoy spending time at the lake and hiking.

Strategic Marketer, Networker, and Connected Communicator, Lindsay L. Young, MBA, CPSM, enjoys sharing her knowledge and expertise on all things marketing. Lindsay enjoys spending time with family and friends whether at the lake or around a bottle of red wine. Her and her husband, Aaron, who is a superintendent for a construction company, enjoy traveling and hiking.

As the Chief Difference Maker of nu marketing, Lindsay helps small to medium sized design and construction companies with their marketing and business development plans. Through effective strategies, she helps businesses increase their profits and build their businesses. With over fifteen years of experience in the design and construction industry, she helps companies with marketing and business development strategies, brand perception surveys, social media presence, customer and employee events, interview presentations, trade show implementation, employee training, and project management of branding and website redevelopment.

Lindsay received both her undergraduate and graduate degrees in business management from Pittsburg State University, Pittsburg, KS. As a past recipient of the Wichita Business Journal 40 Under 40, Lindsay is active in the communities she lives and works. Currently, she serves as the Society for Marketing Professional Services (SMPS) Missouri Valley Regional Conference Chair and is an active member and advisor of both the SMPS Wichita Chapter and SMPS Ozark Chapter. Lindsay holds the Certified Professional Services Marketer (CPSM) through SMPS. Currently, Lindsay is actively involved in NAWIC serving as the program chair for the Northwest Arkansas Chapter and Business Development Council for National NAWIC. Lindsay is also the Co-Chair of the Pittsburg State University Construction Golf Classic. In the past, Lindsay has served on the boards of Women in Commercial Real Estate, Wichita Metro Chamber

of Commerce Business Advisory Council, and Girl Scouts of the Heartland
Cocktails and Cookies Event.