



Exponent[®]
Engineering & Scientific Consulting

Bette McKenzie

Business Development Manager | Business Development
Burlington
+1-978-461-4622 | bmckenzie@exponent.com

Professional Profile

Ms. McKenzie is a Client Serves Manager for Exponent's East Coast offices. With more than 15 years of experience in client relations and professional services/sales, Ms. McKenzie knows the functions of internal and external marketing and business development.

Prior to joining Exponent, Ms. McKenzie was responsible for maintaining customer relations at a major Boston law firm, managing the firms' entire client base, and developing new clients nationally. Other responsibilities included coordinating the firm's conferences and networking events, and responsibility for business development matters. The latter included such activities as troubleshooting client/firm interactions and acting as liaison between attorneys and staff. During her time in this position, the firms' client base grew by 66%.

Ms. McKenzie's other business experience includes founding and co-owning the Berkshire Speaker's Bureau, Inc. BSB negotiated and booked speaking engagement opportunities for a wide variety of professional clients, including professional athletes (e.g., Bobby Orr, Rocky Blier, Tiger Woods), politicians (e.g., Colin Powell), journalists (e.g., Tom Brokaw), authors, and other publicly sought speakers. Further, she organized and managed public relations events for corporations, associations, and educational institutions. Ms. McKenzie managed a staff of fifteen, wrote and designed all internal and external communications, and maintained the bureau's web site.

Ms. McKenzie is a Williams College graduate (Williamstown, MA).

Academic Credentials & Professional Honors

B.A., Art History, Wellesley College, 1988