

# Board Member SPOTLIGHT

**2021-2022**

Professional  
Development



**Brandy Little,** FSMPS, CPSM, CPCC

Founder & President  
Brand DNA Advisors

**smps**<sup>®</sup>  
Los Angeles

# Board Member

## SPOTLIGHT

**How long have you been involved with the Society for Marketing Professional Services?**

“I’ve been a Member since 1999 and a Volunteer since 2003 – including 8 roles at the chapter, 2 regional committee roles, and 6 roles at the society level. I became a CPSM in 2008 and a Fellow in 2021!”

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**How has SMPS made an impact on you <sup>and/or</sup> your career?**

“SMPS has always given me everything I needed in my career journey – from the education & knowledge to do my job better, to the network which helped my firm with project opportunities and colleagues who’ve become lifelong friends, to increased confidence and opportunities that became possible because I said ‘yes!’”

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## Fun Fact !

“I’m an avid snow skier. I belong to a ski club that visits Mammoth regularly and I’ve also skied all over Tahoe, Whistler (BC), the resorts around Salt Lake City, multiple destinations in Colorado, and Jackson Hole, WY.”

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