

Spend Less. Pursue Smarter. Win More.

How ABM and the Marketing/BD Hybrid Model Converge into a Single AEC Growth Strategy



Steven McGill

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ABOUT THE SPEAKER

Steven helps AEC firms win more work through data-driven business development strategy, focused on the intersection of marketing strategy and firm structure.

Author of Fusion BD's 2025 End-User Survey, the industry's leading source on what AEC clients want from the firms they hire.

AREAS OF EXPERTISE

- ▶ Account-Based Marketing for AEC
- ▶ Marketing/BD Hybrid Model
- ▶ Principal-led client engagement
- ▶ BD operations economics
- ▶ Pursuit strategy and ROI

SPEAKING FORMATS

- ▶ 60-min educational session
- ▶ 90-min interactive workshop
- ▶ 45-min keynote
- ▶ Moderated panel discussion

CONTACT & BOOKING

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SESSION OVERVIEW

Two strategic shifts are reshaping how AEC firms grow. **Account-Based Marketing** concentrates pursuit resources on a curated portfolio of high-value accounts rather than broadcasting to the entire market. The **Marketing/BD Hybrid Model** replaces the traditional Business Development Director with a multi-functional marketing professional, delivering a 52% reduction in non-billable BD cost while aligning firm structure with the principal-led engagement clients now demand.

Most firms treat these as separate initiatives. They are not. This session demonstrates why the two models reinforce one another—and why neither delivers full value alone. Drawing on Fusion BD's 2025 End-User Survey, documented case evidence, and integrated cost modeling, attendees leave with a framework for diagnosing their pursuit operation, an integrated implementation roadmap, and the financial case to bring back to firm leadership.

AT A GLANCE

COST REDUCTION

52% lower BD cost — \$139,900 annual savings per position

WIN RATE LIFT

Up to 8-point increase in win rates with ABM

SALES CYCLE

25% reduction in 18-to-24-month AEC pursuit cycles

INDUSTRY MOMENTUM

40%+ of AEC firms now adopting Hybrid Model

LEARNING OBJECTIVES

- 1 Diagnose structural and strategic gaps in current BD operations using the dual ABM and Hybrid Model frameworks.
- 2 Quantify the financial case for transition using documented cost benchmarks and ROI calculations.
- 3 Construct a phased implementation roadmap that integrates organizational restructuring with account-based pursuit strategy.
- 4 Articulate to firm leadership why the integrated approach produces greater combined value than either initiative alone.

IDEAL AUDIENCE

Firm principals and managing partners, CMOs and marketing directors, BD professionals, and operations leaders at AEC firms ranging from 25 to 500 employees. Particularly relevant for SMPS, SAME, ACEC, DBIA, and AIA programs.