

# PROFESSIONAL PROFILE

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**Donya Edler**  
Executive Vice President  
Smartegies

## EDUCATION

Master of Business Administration,  
Marketing  
University of Wisconsin, Madison

Bachelor of Arts, Magna Cum Laude  
Journalism and Mass Communication  
University of Georgia

## ASSOCIATIONS

Leadership Atlanta  
Leadership Cobb  
Partners in Education  
Honorary Commanders Association  
Metro Atlanta YMCA, Board of Directors  
American Heart Association  
Partners in Education  
Jack and Jill of America

Donya brings over 25 years of professional marketing, communications, and human resources experience in both the public and private sectors. Her experience in brand management, internal communications, public relations, crisis communications, and media relations, has been on a local, national, and global scale. Throughout her career, Donya has led diverse marketing, communications, business development and human resources teams for companies on a local, national and global scale. As Executive Vice President at Smartegies, Donya is responsible for developing, implementing and monitoring the firm's client accounts and overseeing employee development programs.

During her career, Donya has been actively involved in community and education-related programs such as Partners in Education, the Chamber of Commerce, and community-based initiatives involving historically underutilized businesses in both private and public sector building programs. She helped lead a major public relations campaign to promote two government funded SPLOST programs by leading a series of community and business meetings that resulted in valuable input from over 2,000 individuals.

Donya's marketing and public relations expertise is an added advantage when working with local businesses, community groups, non-profit organizations, and partnering with minority owned companies. In addition, she led a major crisis communications campaign for her employer that involved interacting with media, executive coaching and employee town halls. She has also handled routine media inquiries surrounding construction worksite incidents.

## Professional Experience

- Executive Vice President, Smartegies (2019 - present) responsible for client accounts, business operations, and growth initiatives.
- VP, Marketing - Wood (2011-19) - led marketing and communications for the design/construction business unit. Wood is a global, UK based engineering/project management firm; 60,000 employees
- Sr. Consultant - Education Planners (2009-11) - provided K-12 operations consulting services for Atlanta, Dekalb and Cobb county public schools
- EVP of Marketing and HR, The Facility Group (1991-2009) - led executive communications, crisis management, marketing, and employee relations for this top 100 D/B firm in Atlanta.

## Awards and Recognition

- "Woman of Distinction" Marietta Daily Journal
- Mack Henderson Public Service Award (Cobb Chamber)
- Chairman's Award (Cobb Chamber)
- Cobb Chamber of Commerce Lifetime Member Award
- YWCA Women of Achievement Nominee for Cobb County
- Youth Motivation Speaker Recognition: University of Georgia; Atlanta Public Schools; Cobb County Public Schools

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## Community Outreach Experience

- Georgia Governor's Mentor Protégé Program: state-wide program partnered large established firms with MBE/WBE construction companies for mentoring and business development. Donya led the program for her employer and received the Outstanding Mentor Award
- Fulton Co. Judge Romae T. Powell Juvenile Justice Center/Library Donya led community program for her employer with a goal of hiring and training one community member for every \$1M in construction. The team exceeded with 40% minority participation, hiring and training 38 members of the community and was recognized as "Fulton County Employer of the Year" for the team's commitment to minority and community participation