

Fluency Marketing Managing Director, Gemma Smith, has been welcomed onto the SAMPE UK & Ireland Committee

Gemma Smith is the latest member to be welcomed onto the committee at the Society for the Advancement of Material and Process Engineering. Gemma has long supported the institute alongside 125 of her fellow members across the UK and Ireland, joining over 1,000 members across Europe committed to the recognition of advanced materials and its associated practices.



Pioneering in her aptitude for marketing partnerships within the engineering industry, Gemma makes up one of five female committee members and is a shining example that is paving the way for female recognition and leading bodies for the advanced materials sector.



Gemma says, “I am honoured to have been accepted onto the SAMPE UK & Ireland committee as its latest member. I see huge value in membership and engagement with SAMPE on a global level and look forward to helping this Chapter expand its reach and diversity through my own personal experience and network.”

Bringing her wealth of expertise in marketing for high performance composite materials, the SAMPE committee will benefit from Gemma’s extensive knowledge and network connections that she has curated for over four years; a legacy that falls in line with the institute’s global aims for connecting relevant bodies in advanced composite research, including engineers and technologists. In turn, the institute will make available an array of resources from composite literature and conference archives, field-specific case studies, and composite courses ranging from academic to professional accreditation.

Chairman of the board, Tim Wybrow, said: “With her invaluable experience in advanced materials, Gemma’s addition to the committee will expand our growing community of talented individuals, supporting local and international composite businesses for a more sustainable tomorrow.”



Notes to Editors:

About Fluency Marketing

Fluency Marketing is a specialist marketing and communications partner focused on the Advanced Materials and Engineering markets. With a passion towards helping customers build their brands within a tailored market, Fluency is committed to identifying challenges and new trends while working closely with industry drivers to ensure expertise and professionalism for every client.

www.fluency.marketing/

About SAMPE

The Society for the Advancement of Material and Process Engineering is the leading global body for engineers and technologists associated with the processes in advanced materials. Comprised of four Regions in Europe, Japan, China, and North America, the Society is devoted to the promotion of technical developments and innovations made in advanced material engineering, while accommodating over 6,000 professional engineers and scientists. Since its establishment in 1945, the Society has gained more than 15,000 members from 40 individual Chapters worldwide.

www.sampe.org.uk

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Images are available on request