

# woodybibens

+ associates



## Emily Bibens

P.O. Box 410224 • Kansas City, MO 64141  
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Emily formally joined Woody Bibens and Associates early in 2009, although she had worked for the company periodically throughout her undergraduate and graduate education. As a consultant, Emily balances her strong educational background with practical solutions and a committed interest in achieving the best solutions for each of Woody Bibens and Associates' clients.

Building on a strong academic business background (MPhil Management, Judge School of Business, University of Cambridge, Cambridge, England), Emily focuses on marketing and business development for Woody Bibens and Associates' not-for-profit and for-profit clients. Recently, she worked closely with Sarah and the Board of Directors to design and implement a comprehensive rebranding effort for the Western Nursery & Landscape Association's national convention, the National Green Centre. In addition, she assisted with the "change management" initiative to turn the regional, traditional trade show with limited education into a national event - complete with trade show, world-class education (including that focused on new, sustainable practices) and an innovative fashion show of new plants.

Personally and professionally, Emily focuses on sustainably-minded industries. In addition to work in the horticulture industry, Emily has worked on a long-term business development initiative in the wind energy industry. Together with Sarah, they developed the knowledge and relationships necessary to introduce a traditional structural steel company to industry-leading small and utility-scale wind OEMs; the steel company has submitted bids to several wind companies to supply steel towers (small-wind) and nacelle structures (utility wind).

Guiding Emily's work is her belief that "good enough" is never satisfactory. She believes that everything can be improved over time and that the most important aspect of her job is to always seek ways for organizations to continually improve. In addition to working with successfully managed, strong companies, Emily also enjoys bringing her hard-working determination to change management projects and working to reposition companies and not-for-profits to help ensure relevancy and success in the coming years and decades.

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### Professional Experience

Woody Bibens & Associates, 2009 - present

*Clients include:*

Western Nursery & Landscape Association / National Green Centre

Midland Steel Company / Midland Steel Erection

Class Act Consulting

Kansas Logistics Park

Kansas Wind Industry

Community Living Opportunities, 2008 - 2009

*A Kansas not-for-profit that helps individuals with developmental disabilities.*

### Education

M.Phil Management, Judge School of Business, University of Cambridge, Cambridge, England, 2008

B.A. English Literature and Language with Honors, Minor French, Oxbridge Honors Program, Pryor Leadership Fellow, study abroad - University of Cambridge, William Jewell College, Liberty, MO, 2007

### Professional Affiliations

Greater Kansas City Chamber of Commerce

Energy, Environment and Sustainability Committee

American Society of Association Executives

Nonprofit Connect

Women of Wind Energy

### Personal Areas of Interest

Competitive Horse Showing, Classical Violist, World Travel, Hiking