

AOE - YOUR PARTNER IN DIVERSITY, EQUITY & INCLUSION

Advancing Organizational Excellence (AOE) – a fully-owned subsidiary of the American Concrete Institute – has a long history of offering services to meet the dynamic challenges seen by our clients. Already known for our expertise in public relations, crisis communications, strategic and organizational planning, event services, marketing and communications, as well as all things digital, AOE has added a DEI Practice Group specifically to address the needs of the markets we serve.

With more than 20 years of experience helping members of technical societies as well as the design and construction industry deliver their unique messages to their target audiences, DEI is a natural outgrowth of our HR, strategic planning, communications and training expertise. Our DEI offering has been built with long-time leaders in the development, analysis and implementation of DEI programs. The AOE Practice Group offers an online benchmarking assessment tool, plan development, marketing and branding audits related to DEI, employee programs, training and much more.

“In addition to helping address the challenges in recruiting top talent, creating a more diverse, equitable and inclusive work environment leads to happier and more engaged employees and, in turn, greater productivity.”
-Tom Merritt, Regional Director, Anser Advisory

AOE DIVERSITY, EQUITY & INCLUSION PRACTICE GROUP



KIMBERLY KAYLER, CPSM DEI PRACTICE LEADER

Trained in DEI by the University of Michigan, she brings a wealth of experience in organizational development, HR, training, strategic planning and stakeholder engagement to her role. Another key area of her expertise that aligns with DEI is crisis communications. Kimberly leads the AOE DEI practice with almost 25 years of experience serving technical industries in an organizational, strategy and marketing role. As the lead of the AOE DEI portfolio, she will ensure best practices are applied to the delivery of all services as well as the establishment and monitoring of return on investment.



KATHY SPANIER DEI STRATEGIC PLANNING CONSULTANT

Skilled in the development of strategies using various organizational and marketing tools and processes to assist in the positioning and differentiation of an organization in a competitive environment, Kathy has extensive experience in developing and executing strategies to meet objectives in a variety of B2B industries. Kathy's DEI experience includes training by the University of South Florida as well as serving as a discussion leader for the Anderson Center, a non-profit organization.



KIM CARTER PH.D LEAD PLANNER AND IMPLEMENTATION COACH

Known as a passionate and personable leader, educator, speaker, trainer and author, Kim brings unique expertise to the AOE DEI team. She has provided transformational HR leadership for major corporations, non-profits and other entities for almost two decades. Her expertise has helped organizations shape all facets of their HR functions including DEI planning, talent acquisition and management, executive leader coaching, talent assessments, benefits and compensation, training and development, as well as negotiations.



DREW BURNS, CAE DEI PRACTICE LEADER

As a Certified Association Executive, Drew Burns brings a wealth of experience and training in DEI to the AOE Practice Group. A frequent speaker in the concrete industry on the topic of DEI, he also has authored many articles on the topic. He has more than 10 years of experience in both for-profit and non-profit organizations, focusing on development and implementation of market strategy, business development, marketing and stakeholder relations.