

Strategic Visibility for Small Firms: How PR Supports Marketing and Business Development

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Wanda Lau is an award-winning writer, editor, and podcaster who has covered the building industry for more than decade. Her work appears in several design publications, such as *Architect*, where she served as executive editor; *Residential Design*, where she is a contributing editor; *Architectural Record*, *Dwell*, and *Interior Design*. She also writes for several architecture firms, industry associations, and corporate clients. Previously she held roles in communications and engineering at AE firms. She holds a B.S. in civil engineering from Michigan State University, S.M. in building technology from MIT, and M.A. in journalism from Syracuse University. In her free time, she is rewilding her property with native plants.