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## Darcy K. Neighbors

### Founder and CEO CIM Marketing Partners

In 1996, Darcy K. Neighbors founded Consultants in Marketing, Inc. Over the course of the next 14 years, the company grew to become one of the Las Vegas valley's premier marketing, advertising and public relations firms, highly respected for its strategic approach to marketing, creative approach to advertising and ethical approach to business.

As the client mix evolved to larger and larger firms throughout the country, Darcy established CIM Marketing Partners to position herself and her team to concentrate on high-level, strategic marketing consulting services. CIM Marketing Partners focuses on a targeted variety of clients, particularly firms in the legal, financial, real estate and medical professions, as well as the construction industry.

She started her career with McDonnell Douglas where she served as a business analyst at the Kennedy Space Center. After leaving the aerospace giant, she applied her business skills by opening a retail establishment where she subsequently developed her mastery of marketing. After selling the business, Neighbors moved to Las Vegas to continue her education and received a bachelor in business administration with an emphasis in marketing from the University of Nevada, Las Vegas (UNLV). Upon graduation, she served as marketing coordinator for Valley Bank before joining the law firm of Jeffrey L. Burr & Associates as director of business and marketing.

Neighbors has helped hundreds of companies increase their market share and profitability by positioning them through effective marketing, advertising and public relations. She now views her role as primarily that of a consultant, coach, mentor and CEO. Neighbors shares her unique marketing vision as a speaker at various national meetings and conventions. In addition, Neighbors co-authored a book—*Marketing Fusion: 7 Elements to Ignite Your Growth*—to inspire readers to develop a true strategic marketing vision.

A graduate of the Leadership Las Vegas program sponsored by the Las Vegas Chamber of Commerce, she is a past president of the Las Vegas chapter of the American Marketing Association and has been active in the Public Relations Society of America, The Strategic Coach program and the Legal Marketing Association.

Neighbors also serves on a number of charitable foundation boards, including University of Nevada, Las Vegas' Executive Advisory Board, College of Business, Department of Marketing. She is the creator and driving force behind DJs for PJs<sup>®</sup>, an annual charity event that collects thousands of new pairs of pajamas for children at Child Haven and other charities, and is also active in her church and community. She and her husband, Sonny, are the devoted parents of two girls, Hayley and Emily, and truly cherish their time together traveling and enjoying the outdoors.