



SHAWNA SUCKOW
CSP , CMP , CVP

- An internationally acclaimed speaker who has presented in 17 countries on five continents.
- Best-selling author of four books
- Recipient of the 2020 Iconic Woman award from the global Women's Economic Forum
- Top 100 Women Speakers in Business & Tech Globally (*TNW*)
- Planners' Favorite Speakers (*M&C Magazine*)
- Top 8 Speakers of the year (*MeetingsNet*)
- Certified Speaking Professional (CSP) – the highest designation a speaker can earn (like a 'Masters' in speaking)

Biography

Shawna Suckow, CSP (Certified Speaking Professional), CVP (Certified Virtual Presenter), CMP (Certified Meeting Professional), is a speaker with some serious knowledge of the customer mindset. She was a corporate buyer for 20 years. In 2008, she founded an association of senior-level buyers which now has 2,500 members across North America.

Along the way, Shawna became intrigued with how customers of all kinds were evolving and responding (or ignoring!) to different sales & marketing efforts. She began sharing this insider information to audiences to pull back the curtain, so to speak. She realized that when these professionals had the up-to-the-minute understanding of their customers' mindsets, they could break through the noise more effectively.

Shawna has shared her research on 5 continents in 17 countries, using real case studies and data interpreted with candor and humor. Her mission is to help audiences understand the ever-evolving customer landscape – now more than ever.

Shawna's fifth book, due in early 2021, is *Third Wave: New Sales & Marketing Strategies for a Post-Pandemic Marketplace*. She's been tracking the major shifts in consumer behavior that will impact us all as we determine how to market and sell in the Next Normal.

What she's proud of: Honors include achieving the highest designation a speaker can earn (CSP©) – earned by less than 5% of speakers worldwide, Receiving the *Iconic Woman* award from the global Women's Economic Forum in 2020, and managing not to gain weight during quarantine.

Three memorable things about Shawna: she played in the World Series of Poker Main Event in 2015. She's so good at parallel parking, she should get a trophy. Due to a freak badminton injury, she now wears one contact lens.