



SUSAN SAURAGE-ALTENLOH
CHIEF INSIGHTS OFFICER

SPEAKER BIO

Combining an insider's intricate understanding with an outsider's fresh perspective, Dr. Susan Saurage-Altenloh is in constant demand across the country as a speaker for marketing groups in many industries, including healthcare, business, energy, industrial, manufacturing and construction.

"Susan was fantastic! During our strategic planning session the following day, several board members raved about her program and presentation content. She is a dream to work with—professional, interesting, engaging and a wealth of information."

– *Louisville Advertising Federation*

"Very enjoyable, challenging session. A discussion handled with great skill and delicacy. A very skilled presenter on a sensitive subject."

– *Society for Healthcare Strategy and Market Development, National Conference*

ABOUT SUSAN SAURAGE-ALTENLOH

For nearly 30 years, Fortune 500 companies have turned to Susan for answers about American consumer and business-to-business marketing. Founder and Chief Insights Officer of Saurage Marketing Research, she's facilitated more than 15,000 qualitative sessions and managed thousands of surveys and studies to help people understand issues crucial to their success. She has won numerous regional and national awards for her unique approach to uncovering data and helping marketers transform it into big ideas.

Susan has authored numerous articles for national and regional business publications including Marketing News, Quirk's Marketing Research Review, Enterprising Women, Houston Business Journal, DBA Houston and TheModerator.net. Continually expanding her sphere of expertise, she has earned a PhD in Management – Marketing Specialty from Capella University.

Susan authors two blogs: Factistics for the Houston Chronicle and her own independent blog, RealitySpikes. She regularly appears on television as an expert in market information and research trends.

AFFILIATIONS

- American Advertising Federation (former Governor of the Tenth District; past president of AAF-Houston)
- American Marketing Association (past president of Houston chapter)
- Marketing Research Association
- Qualitative Research Consultants Association (Technology Chair, Webmaster, Board of Directors)

PRESENTATION TOPICS

The following topics can be provided as a short program (20-45 min.) or workshop (1-4 hours):

- Top 10 Lifestyle, Digital and Marketing Trends to Watch
- 8 Key Marketing Trends to Watch in Today's Tech Driven Society
- How Customer Experience Mapping Makes Good Sense and Great Customers
- Rethinking Your Business Intelligence Approach: 5 Key Elements for Accessing Hard to Reach Customers
- Marketing to the New Cultural Mix

All presentations are tailored to the audience. Other topics can be developed upon request.