



SUSAN SAURAGE-ALTENLOH, PhD
CHIEF INSIGHTS OFFICER

BIOGRAPHY

Since 1981, Fortune 500 companies have turned to Susan Saurage-Altenloh for answers on American consumer and business-to-business marketing. A specialist in the design of innovative and award-winning research strategies, she has a reputation for securing the critical, actionable, and often surprising insights necessary for transformative ideas.

Founder and Chief Insights Officer of Saurage Marketing Research, she's facilitated more than 15,000 qualitative conversations and managed thousands of studies to help people understand issues crucial to their success.

With a rare talent for combining an insider's understanding with an outsider's fresh perspective, Dr. Saurage-Altenloh is in constant demand across the country as a speaker for marketing groups. She regularly appears on television as an expert in market information and research trends.

AUTHORSHIP

- Marketing News
- Quirk's Marketing Research Review
- Houston Business Journal
- Ethical Standards & Practice in International Relations (Co-Author)
- Factistics (Houston Chronicle Blog)
- Factastics (Personal Blog)

EDUCATION

- BBA (Magna Cum Laude) Houston Baptist University, 1999
- MBA, The University of Texas at Austin, 2003
- PhD (Marketing/Business Management, with Distinction) Capella University, 2017

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 (past president)

AREAS OF SPECIALTY

- Healthcare
- Business-to-Business
- Energy/Oil & Gas
- Industrial
- Brand Strategy