

shawna suckow

The Cure for the Common Keynote®



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

Biography

Shawna Suckow, CSP (Certified Speaking Professional), CVP (Certified Virtual Presenter), is a speaker with some serious knowledge of the customer mindset. She spent 20 years as a corporate buyer in hospitality and tourism, observing marketing departments and their target customers.

Along the way, Shawna became intrigued with how customers of all kinds were evolving and responding to (or ignoring!) 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.

Her research and insights have never been more timely or necessary than today. The pandemic has changed consumers more deeply and quickly than any other time in history.

Shawna has shared her research on 5 continents in 17 countries, using real case studies and data interpreted with candor and humor. She's especially proud that her 5th book, *The Roaring 20s*, was featured in *Forbes* as a top marketing book of 2022.

Three memorable things about Shawna:

1. She played in the World Series of Poker Main Event in 2015.
2. She once ran face-first into a plate glass window in front of three tour buses full of people.
3. She is not afraid to break out into an MC Hammer dance on stage.

You can connect with Shawna at www.shawnasuckow.com.