

Shawna SUCKOW

**EMPOWERING
SMALL BUSINESSES
TO OUTSMART
BIG BRANDS**



**WATCH SHAWNA
IN ACTION**

Shawna Suckow
THE BUYER INSIDER





Hello, I'm Shawna

CVP, CMP, CSP®

I used to get marketed AT for a living.

As a corporate buyer, I spent millions of dollars over the years, and sat through every pitch imaginable. Most of them missed the mark.

Then everything changed. I wrote a book to help companies market and sell better to people like me—and boom: I was thrust onto a stage.

I dreaded it for a full year. Then I fell in love with it. Since 2012, I've been speaking around the world about how buying behavior is evolving (faster than most companies can keep up).

My mission is to help small businesses transform their sales and marketing in real time—so they become incredibly relevant, trusted, and chosen.

I BELIEVE MY EXPERTISE HAS NEVER BEEN MORE RELEVANT THAN IT IS RIGHT NOW, BECAUSE CUSTOMER BEHAVIOR IS EVOLVING SO QUICKLY.

My style has been described as your best friend telling you the hard truths you need to hear. My delivery is **RELATABLE, UNIQUELY ENGAGING, and REFRESHINGLY CLEAR.** (and FUNNY. Did I mention I'm funny?!!)

FEATURED IN



Newsweek



FOX

Forbes

CBS

Audiences are tougher than ever to engage

Shawna Knows How

ARE YOU FRUSTRATED WHEN...

- Attendees tune out during sessions
- They cut out early to catch a plane
- You have no way to guarantee they'll apply what they learned

In today's era of **OVERWHELM** and **SHORTENED ATTENTION SPANS**, you could be offering the most incredible agenda imaginable...but if the speakers don't know how today's audiences want to receive it, *it's all moot.*

SHAWNA CHANGES THAT.

Drawing on 15 years as a speaker (and her background as a human with ADHD), **Shawna has rethought the boring lecture format.** Her truly unique, immersive style goes beyond basic engagement (more than just talking to the person next to you!) and keeps audiences dialed in from start to finish — ensuring they take real action long after the event and delivering maximum ROI for you.

When you bring in Shawna, your audience doesn't just listen — they

**PARTICIPATE, APPLY &
LEAVE TRANSFORMED.**

Imagine what they'll say about **how your meeting truly changed them.**



in?

Logic



The Buyer Insider™ Experience

The only keynote experience delivered from the
CUSTOMER'S POINT OF VIEW

WHAT AUDIENCES NEED MOST RIGHT NOW

MARKETING

AUTHENTICITY OVER HYPE

Customers today have short attention spans, endless distractions and zero tolerance for hype. Overproduced, polished marketing is losing trust quickly, while scrappy, authentic brands are winning loyalty. Shawna brings her audiences a fresh perspective on what works in today's market—why realness wins, why big brands are struggling, and how organizations of any size can adapt. She gives marketers practical ways to humanize outreach, tell stories that resonate, and build trust in a world where authenticity is the ultimate competitive advantage.

SALES

HUMAN CONNECTION FIRST

Sales professionals are up against staggering odds: with 98% of people distrusting businesses, the old playbook no longer works. Buyers can spot a canned pitch instantly, and they crave a genuine connection before they decide to buy. Shawna equips sales audiences with real-world strategies to break through skepticism, earn credibility quickly, and stand out in what she calls "The Blandscape" of sameness. Her insights help professionals shift from transactional tactics to meaningful conversations that spark loyalty, repeat business, and long-term trust.

Signature Keynote, based on Shawna's New Book
SMALL IS YOUR SUPERPOWER!

Why Big Brand Marketing is Failing & How Any Size Business Can Start Winning Today

45 minutes to full-day workshop

The way people buy, trust, and engage has changed faster in the past five years than in the last fifty, creating an amazing era for small businesses. Most big brands are still working outdated marketing plans - blasting polished messages through megaphones while consumers tune out. Meanwhile, small and scrappy organizations are getting more attention and winning loyalty by doing something revolutionary: **OUT-HUMANING THE COMPETITION.**

In this insight-packed keynote, Shawna unpacks the rise of the underdog in a trust-crisis era. She'll reveal why today's consumer is more skeptical, more distracted, and more craving of authenticity than ever before - and how small businesses can leverage this unprecedented edge.

Backed by behavioral data and real buyer psychology trends, this program is a marketing reset button for anyone ready to compete differently and win.



BOOK THIS SESSION

YOUR AUDIENCE WILL LEAVE WITH:

- ✓ Strategies to stand out in a marketplace overloaded with noise.
- ✓ Tools to build trust with customers who've "seen it all."
- ✓ Ways to become unforgettable without being obnoxious.
- ✓ An introduction to Shawna's **Customer Brandships™ Framework** for creating lasting loyalty through personality, presence, and permission to be real.



THIS IS PERFECT FOR:

- ✓ Small business and entrepreneur conferences.
- ✓ Association events and cooperative networks.
- ✓ Marketing and customer experience tracks.
- ✓ Audiences who are stretched thin, burned out, or stuck and need fresh strategies.

Marketing Keynote or Breakout

THE STORYTELLING MOSAIC™ STRATEGY

Why the Future of Marketing Is Many Tiny Stories — Not One Big Pitch

For decades, marketing was built on one polished slogan — crafted, repeated, and broadcast until it stuck. That era is gone. Today's consumers are skeptical, distracted, and tired of being "sold." They don't want a loud pitch on repeat — they want many smaller truths.

In this keynote, Shawna flips the old model on its head and introduces **The Storytelling Mosaic™** - a fresh approach to building trust and visibility through authentic micro-stories. Each story is a tile in your mosaic, revealing humanity, sparking connection, and shaping a brand that customers don't just notice — they remember and trust.



BOOK THIS SESSION



YOUR AUDIENCE WILL LEARN:

- ✓ Why traditional marketing is costing you true connection throughout the customer journey.
- ✓ How to uncover and easily tell micro-stories that resonate and convert.
- ✓ Why emotional presence now beats polish and perfection.
- ✓ How to build a repeatable storytelling habit
(Even if you hate being on video)

THIS IS PERFECT FOR:

- ✓ Marketing and communications conferences.
- ✓ Associations whose members are struggling to stand out in crowded industries.
- ✓ Any size business seeking clarity, authenticity, and connection.
- ✓ Organizations ready to rethink outdated marketing models.

Economics Keynote or Breakout

THE NEW BUYER: HOW GLOBAL AND DOMESTIC SHIFTS ARE CHANGING BUYING BEHAVIOR

Today's buyers are making decisions in a world shaped by economic uncertainty, artificial intelligence, shifting expectations, global politics, and growing distrust of businesses and institutions.

In this timely session, Shawna explores the forces influencing buyer behavior and what they mean for businesses competing for attention, trust, and loyalty.

Drawing on her deep expertise in consumer and B2B buyer behavior, her background in international economics, and her experience speaking around the world, Shawna connects what is happening globally with what is happening inside the minds of today's customers - and what businesses need to do to stay relevant and competitive. (Note: Shawna can focus the session globally or domestically)



BOOK THIS SESSION



YOUR AUDIENCE WILL LEAVE WITH:

- ✓ An understanding of the major forces influencing buying decisions
- ✓ Strategies to stay relevant and competitive as behavior continues to shift
- ✓ A timely, practical look at what today's buyers want, what is changing, and what to expect in the short and long term.
- ✓ The knowledge leaders need to adapt operations, marketing, and customer experience before competitors do

THIS IS PERFECT FOR:

- ✓ Business owners and leaders navigating economic uncertainty, AI, shifting customer expectations, and an increasingly skeptical marketplace.
- ✓ Audiences that want to anticipate what customers will expect next and adapt before those changes impact the business.
- ✓ Marketers who want to understand how changing buyer behavior influences the way they must communicate to build trust and stay relevant.

What Clients Say About *Shawna Suckow*

I've booked some of the greatest speakers in the world, and

"SHAWNA IS ONE OF THE BEST. SHE IS SO, SO AMAZING!"



Frank Doyle, C.O.O.

NVAR - the largest chapter of REALTORS in the U.S.

If you haven't experienced the genius of Shawna, fix that. Her insight from her meeting planning days combined with her appreciation for the speaking industry make her an asset to your event.

"HER FUN, INTERACTIVE STYLE, AND DEEP EXPERTISE ARE A WINNING COMBINATION. HIRE SHAWNA, YOU WILL BE GLAD YOU DID."



Neen James, MBS, CSP

Client Experience Expert

I feel very fortunate to have seen Shawna in action! As a speaker she is dynamic, capturing, and relatable. She inspires attendees and leaves the audience with ideas that make one take action.

"SHE PROVIDES TOOLS AND EXAMPLES THAT YOU CAN IMPLEMENT IMMEDIATELY TO IMPACT YOUR BUSINESS AND HELP YOU BECOME YOUR AUTHENTIC SELF."



McKenzie Kaufeld Counts, CMP

Senior Marketing & Event Manager

Let's Talk About Your **NEXT EVENT!**

Bring The Buyer Insider™ Experience to your next event and give your audience a keynote they'll never forget.

Looking for a speaker that goes beyond basic engagement and truly connects with your audience? Someone who ensures they take action after your conference? Shawna would love to collaborate on your upcoming event.



BOOK SHAWNA!



ASK ABOUT SHAWNA'S
NEW BOOK "SMALL IS
YOUR SUPERPOWER"!!!

Bulk discounts and
customization options
AVAILABLE.



Shawna SUCKOW

CONSUMER BEHAVIOR EXPERT

& SMALL BUSINESS REBEL

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