

Shawna

SUCKOW

BIO

SHAWNA SUCKOW is a globally recognized consumer-behavior expert who has made it her mission to help small businesses stop blending in and start becoming unforgettable. She shares the latest insights into how their customers actually think, decide, and buy, and then unlocks the latest marketing strategies that help them to stand out in ways their competitors simply can't copy.

Shawna used to prefer chewing broken glass to being on stage. She got over it. Now she delivers the kind of session that feels less like a lecture and more like a candid conversation with a friend who happens to know things your competitors don't. You'll leave energized, more confident, and armed with strategies you can actually use on Monday morning.

She holds the CSP designation – Like a Master's degree for professional speakers, and has spoken on five continents in 18 countries. Her seventh book, *Small is Your Superpower: How Small Businesses (Finally!) Can Outsmart Big Brands at Marketing*, just dropped and is already making big corporations nervous.

Three memorable things about Shawna:

1. Her first car was a bright orange Volkswagen Beetle that caught on fire on her way to school.
2. She used to live in a 120-year old house that was very, very haunted.
3. She once performed a (terrible) turkey call for the Jimmy Kimmel audience.