

# Shawna **SUCKOW**

**DECODING CONSUMER  
BEHAVIOR** *for Transformational  
Sales and Marketing Strategies*

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▶ WATCH SHAWNA IN ACTION

shawna suckow  
The Buyer Insider



# *Hello,* **I'm Shawna**

**CVP, CMP, CSP®**

I started my career as a corporate planner, and after 15 years of putting out fires (that people never even knew existed) and juggling chainsaws on a unicycle (as planners do), everything changed.

I wrote my first book about how companies can market and sell better to people like me, **WHICH THRUST ME INTO SPEAKING...** very much against my will!

After a year of dreading it, **I BEGAN TO LOVE IT.** Today, I can't imagine doing anything else.

I've dedicated my speaking career to studying buyer behavior trends, both B2B and B2C. I use that data to empower individuals, teams, and entire organizations **TO TRANSFORM THEIR SALES AND MARKETING** based on how their prospects and customers are evolving.

**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, FULL OF CASE STUDIES, and REFRESHINGLY CLEAR.**

I can't sit through lectures myself, so I don't deliver my content that way! I created an immersive format that makes my content a hands-on experience where participants apply what they're learning on the spot and co-create their own outcomes. They also get accountability partners to ensure learning gets implemented long after your conference is over.

## 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 world 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 corporate planner, **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.**





What's  
in?

- ✓ Humans vs. Companies
- ✓ Emotions vs. 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*

The way people buy, trust, and engage has changed faster in the past five years than in the last fifty. Yet most big brands didn't get the memo — they're still 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: **BEING HUMAN and UNAPOLOGETICALLY REAL.**

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 why that gives smaller organizations an 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 KEYNOTE**

**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, sales, and customer experience tracks.
- ✓ Audiences who are stretched thin, burned out, or stuck and need fresh strategies.

Marketing Keynote #2

# THE MARKETING MOSAIC™ STRATEGY

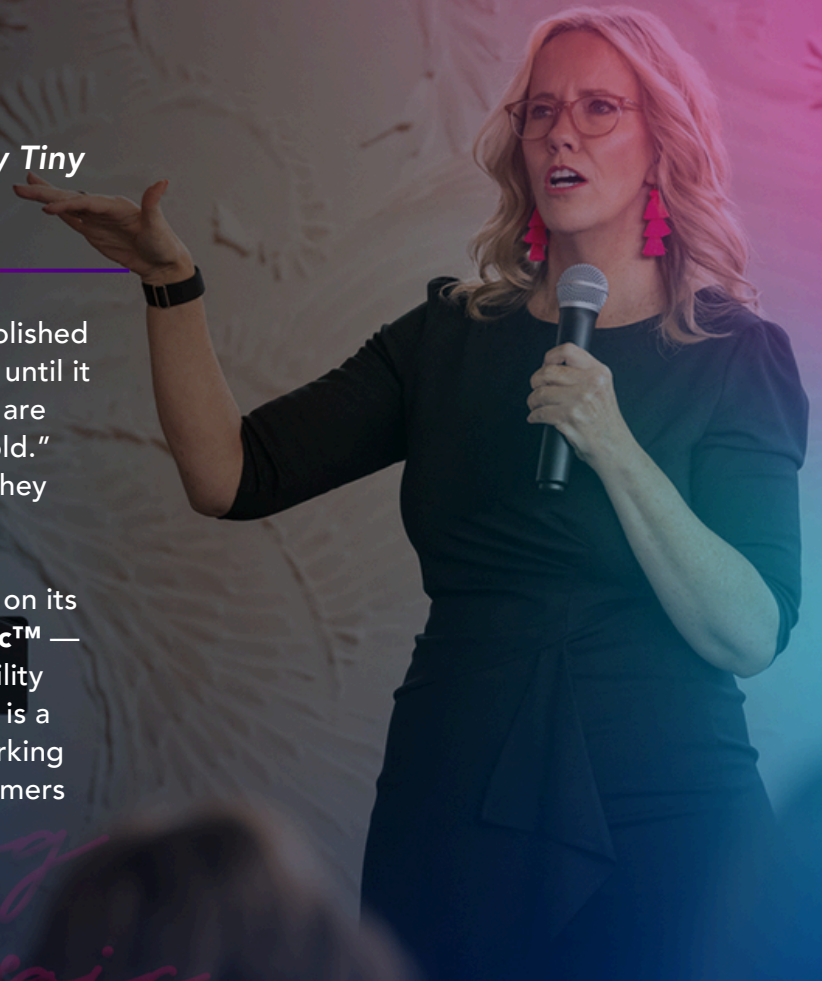
Why the Future of Marketing Is Many Tiny Stories — Not One Big Pitch

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 Marketing 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.



**BOOK THIS KEYNOTE**



## YOUR AUDIENCE WILL LEARN:

- ✓ Why acting "polished and professional" is costing you true connection.
- ✓ How to uncover and easily tell micro-stories that resonate and convert.
- ✓ Why emotional presence now beats perfect positioning.
- ✓ How to build a repeatable storytelling habit (*No Hollywood needed*)

## 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.

Sales Keynote

# THE PERSONAL BRAND MOSAIC™ STRATEGY

Future-Proof Your B2B Sales NOW!

Economic unpredictability makes prospects cautious, and many get stuck in The Uncertainty Loop™. They second-guess purchases, delay decisions, and ignore traditional outreach. Add to that the fact that 98% of buyers already distrust businesses, and selling the old way simply doesn't work anymore.

That's where Shawna's **Personal Brand Mosaic© Strategy** comes in. This hands-on, immersive keynote shows sales professionals how to stand out differently, earn trust quickly, and drive sales even in challenging times. By focusing on the human faces on the front line of your business — YOU — Shawna equips attendees with the tools to course-correct now and stay top-of-mind with skeptical buyers.

➤ **BOOK THIS KEYNOTE**

## YOUR AUDIENCE WILL LEAVE WITH:

- ✓ Strategies to stand out from The Blandscape of sameness, and truly differentiate from competitors.
- ✓ Tools to build trust with nervous and skeptical B2B prospects.
- ✓ A roadmap to drive sales, even in uncertain economic climates.
- ✓ A personalized action plan to position themselves as the trusted expert buyers turn to.



## THIS IS PERFECT FOR:

- ✓ Sales professionals, leaders, solopreneurs, and small business owners who need to reach skeptical, hesitant prospects.
- ✓ Association conferences seeking sales strategies that are fresh, human, and proven.
- ✓ Event planners who want a highly-rated, high-energy program that guarantees truly unique engagement.

Consumer Behavior Keynote

## THE BIG SHIFT

What Today's Consumers Really Want —  
And How to Stay Relevant

Consumers are exhausted. Bombarded by economic fear. Burned out by political noise. Distracted by caregiving, side hustles, and life planning that keeps shifting. Even the most loyal customers feel unsteady—and unsure what (or who) to trust anymore. The old formulas—price, convenience, features—aren't sealing the deal. And distrust in businesses is at an all-time high. In a world steeped in uncertainty, today's buyers are craving clarity, humanity, and belonging more than ever before.

In this energizing and deeply relevant keynote, Shawna Suckow—15-year corporate buyer turned consumer behavior expert—demystifies how modern buyers (B2B and B2C) are navigating a fractured world. Backed by fresh research, Shawna equips you with tools to stop communicating the way you've always done it—and start connecting in the way your buyers crave now.

How will you stay relevant when the game, the rules, and the players keep changing?



**BOOK THIS KEYNOTE**

### YOUR AUDIENCE WILL LEAVE WITH:

- ✓ A clear understanding of today's incredibly distrustful consumer and tools to speak to buyer fears without amplifying them.
- ✓ A new lens for understanding consumer behavior in uncertain times.
- ✓ Shawna's **Customer Brandships™ Framework** to build unshakable loyalty.
- ✓ An introduction to Shawna's **Uncertainty Loop™**—a buyer psychology model that reveals why customers hesitate, and how to break through it.

### THIS IS PERFECT FOR:

- ✓ B2B and B2C brands struggling with ghosting, apathy, or churn.
- ✓ Organizations seeking to connect with emotionally overloaded audiences and evolve with buyer behavior.
- ✓ Event organizers looking for a future-forward keynote that blends strategy, humor, psychology, and Shawna's signature immersive engagement.

# What Clients Say About Shawna Suckow

Shawna is truly passionate about her work, and it shows in everything she does.

**"SHE HAS THE ABILITY TO ENGAGE AND CAPTIVATE HER AUDIENCE, LEAVING THEM FEELING INSPIRED AND MOTIVATED."**

Her commitment to delivering value is unparalleled, and she always goes above and beyond to ensure that her presentations are informative, educational, and entertaining.



**Dan Yaman**

Founder of LiveSpark & LearningWare

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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

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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**

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CONSUMER BEHAVIOR EXPERT

**& MARKETING REBEL**

