



Shawna Suckow, CSP, CMP is the only hospitality & tourism speaker who spent 20 years as an industry buyer. As a global meeting and incentive planner, she was on the receiving end of a lot of bad outreach efforts, so she started to pay attention to industry marketing efforts that truly stood out. In 2012 she shifted her focus to speaking full-time to hospitality & tourism organizations who were frustrated with the shifting marketplace and seeking a different way to stand out and get through to elusive customers. She's the best-selling author of four books, with her fifth due in 2020 (*Third Wave: How to Market & Sell in a Post-Pandemic Economy*).

Today, she's an award-winning global speaker, writer, and consultant, having helped clients and organizations on five continents who seek to reach prospects better. She is obsessed with helping tourism organizations differentiate themselves and rise above the marketing and communications noise to truly stand out and be more memorable.

**What she's proud of:** Shawna has spoken on 5 continents in 17 countries, helping organizations to understand the ever-evolving customer landscape. Honors include achieving the highest designation a speaker can earn (CSP®), as well as being named to the Global Top 100 Women Business & Tech Speakers, and Planners' Favorite Speakers lists.