



Susan McKittrick

Analyst and Senior Consultant

Current Expertise & Research Focus

- Content Marketing Platforms
- Enterprise Content Curation
- Content Marketing Strategy

Expertise. Sue McKittrick reports for Patricia Seybold Group on technologies and processes used in content marketing. She is expert in development of content strategies to draw customers' interest and content marketing implementation through curation platforms, social media, and nurturing programs.

In her consulting work, Sue helps companies better understand who their customers are, what customers are trying to do, and how to use the right kind of content to strengthen customer relationships. She also advises business executives on analysis of market opportunities, customer segmentation and targeting, lead management, and how to adapt to customers' increased reliance on digital information.

Clients. Sue's clients have included Microsoft, Genpact, Adobe, COSO, the MIT Sloan CIO Symposium, Jive Software and several smaller organizations.

Background. Sue has more than 30 years of practical experience as a marketer and business consultant.

Earlier in her career, Sue spearheaded nationwide marketing initiatives for PricewaterhouseCoopers, including leadership of industry marketing for the Advisory practice, successful re-launch of the Firm's governance,

risk and compliance practice, and direction of improvements in marketing infrastructure to support double-digit growth. Before that she consulted for nine years on management and technology matters for Price Waterhouse, led marketing for a high-growth technology firm, and coordinated research for a consulting firm.

Educational Background. Sue earned an MBA from Stanford University Graduate School of Business and a BA in economics from Wellesley College.

Personal Interests & Affiliations. In her spare time, Sue enjoys hiking, gardening, cooking, and home fix-it projects. She speaks frequently on topics ranging from data-driven marketing to content strategy.

Recent Publications.

- [Content Curation Evaluation Framework](#)
- [What Does it Take to Become Data Savvy?](#)
- [What Marketing Automation Suppliers Have Learned About Implementation Success](#)

CONTACT INFORMATION

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