

SUSAN CAPLAN



Susan Caplan is an acknowledged writer and skilled business communication and marketing strategist with excellent verbal, written, presentation and interpersonal skills. She works in the manufacturing, packaged goods and service industries helping companies to enroll and engage employees and customers around corporate goals and initiatives. Susan specializes in employee engagement, change management, work/life and diversity initiatives, marketing, sales and training.

SC Associates, LLC

Founded in January 2000, SC Associates, LLC creates and implements marketing and communication tools to fulfill, reinforce and advance marketing and communication objectives. The company provides results-oriented efforts in all aspects of business communication including employee engagement, marketing, sales support, and human resources initiatives.

Some of the companies that have hired SC Associates, LLC are: CNA Insurance, Kemper, University of Chicago Hospitals, Abbott International, Allstate Insurance Company, Arthur Andersen, Price Waterhouse Coopers, The National Restaurant Association, Northern Trust Bank and Harris Bank.

Author

Published in 2009, Marketing Yourself to the Real World: 10 SIMPLE STEPS to gain a competitive edge in the job market provides guidelines to help individuals new to the job market.

Teacher

Susan is currently an Adjunct Professor at Northwestern University teaching Career Development.

Speaker

Susan has given presentations at numerous venues including: Kellogg Graduate School of Management, Northern Illinois University, DePaul University Graduate Program, Loyola University, Marquette University, Illinois Institute of Technology, American Marketing Association, Public Relations Society of America, Women in Technology Institute and the Midwest Springboard Women Venture Capital Forum.

Susan is active in many business associations and serves as a Director on various non-profit boards.

