



“At CPS, we use our comprehensive sales consulting framework to enable our clients to deliver sustainable sales growth.” - Sue Shaner

Sue Shaner is a Critical Path Strategies consultant with over 15 years experience in planning and financial positions in sales and marketing organizations. Sue’s strong analytical, communication, and project management skills allow her to quickly assimilate challenging client situations and to develop effective resolutions and implementation plans.

Sue began her eight-year career with IBM as a sales representative. She soon advanced to business and financial planning positions within the sales organization, first as a financial analyst followed by assignments as a business operations manager, finance and planning manager, and program manager for strategic planning. At IBM she was responsible for financial and market planning and administration of budgets between \$180 million and \$2 billion.

In 1993, Sue joined Waste Management as a senior market analyst. In this assignment she analyzed and communicated environmental industry trends and directions for the company’s stakeholders, including governmental agencies, company employees and stockholders, and analysts. Later, as manager, Market Research and Planning and director, Sales Plans and Controls, she directed planning, measurement, research, and financial projects to improve cost, service, and sales effectiveness in support of the sales and marketing strategy. In her last assignment, her scope was \$6 billion of revenue, 27 operating regions, and 2,500 sales and customer service representatives.

Sue formed her own consulting company in 1998, providing both ongoing and project-oriented support to a number of major companies. Her clients span industries such as industrial distribution, environmental services, publishing, and technology consulting.

Sue received a master of business administration in finance and marketing from the University of Chicago and an undergraduate degree in mathematics and economics from Northwestern University in Evanston, Illinois. She resides in Clarendon Hills, Illinois with her husband Chris and daughters. In her leisure time, she enjoys reading and supporting her children’s school and sports activities.

