

SUSAN A. MARSHALL BIO

Susan A. Marshall is an author, speaker, and Founder of Backbone Institute, LLC, whose mission is to create a stronger, more confident future one person or team at a time. She has been assisting leaders in public and private sector industry, non-profit agencies, and public education for nearly 30 years. Her work is dedicated to building strong leaders who in turn create successful organizations, transform school systems, and develop leaders at all levels.

Her corporate and consulting experience includes work with Harley-Davidson, Best Buy, GE Healthcare, GM, Subaru, the New York City Leadership Academy, Boys & Girls Clubs of America, and many others. She has been welcomed as a guest-lecturer at several University of Wisconsin campuses and at Marquette University, Alverno College, the University of Michigan Ross School of Business and the University of Chicago Graduate School of Business. Susan wrote and taught the Leadership course for the MBA program at Mount Mary College in Milwaukee. She completed her MBA studies at Cardinal Stritch University in 1992 after earning her bachelors of science degree in management from Stritch in 1986.

Through workshops, seminars, keynote addresses and personalized coaching, Susan challenges and encourages personal and professional growth. Her first book, "How to Grow a Backbone: 10 Strategies for Gaining Power and Influence at Work," has been translated into multiple languages and is especially popular in Asia. Her second book, "Life. Be in it." was released in December 2012. The first of six Backbone Guides, "Of Beauty and Substance: A Backbone Guide for Women," was released in August 2014. Susan is a featured monthly columnist for Wisconsin Woman magazine.

She has two married daughters and five granddaughters. Susan lives in Oconomowoc, Wisconsin.