



Susie Wilkening

Susie Wilkening is a Senior Consultant with Reach Advisors, a strategy and research firm serving community-driven enterprises in fields including museums, tourism bureaus, municipalities, and master planned communities.

Prior to joining Reach Advisors in 2006, Susie worked for ten years in museums, including tenures as the Executive Director of the Saratoga County Historical Society and as the Development Director of Historic Huguenot Street.

Susie's insights are featured frequently as a featured speaker at leading museum conferences, including the conferences for the American Association of Museums, Association of Children's Museums, American Association of State and Local History, New England Museum Association, as well as a number of state and regional museum meetings.

Susie is also a recurring writer for museum publications including *Museum*, *ASTC Dimensions*, and *AASLH Dispatch*. She serves as one of the moderators for the Museum Conversations monthly dialogs for the museum field and is also the primary contributor of the Museum Audience Insight blog, located at <http://reachadvisors.typepad.com/>.

Susie earned a BS in History, Technology, and Society from Georgia Tech and an MA from the Winterthur Program in Early American Culture at the University of Delaware. Her husband often accompanies her to various museums (as well as Shadow and Macie, her incomparable dogs, when allowed).

03/08