

# Susanne Seitinger, PhD

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**Innovator, thought-leader and new business developer in the smart city domain.** Recognized for the ability to drive interdisciplinary, cross-unit efforts to successfully develop domestic and global new business (B to B, B to G) in the smart city domain. Success is derived from an entrepreneurial spirit, commitment to stakeholder buy-in and an end-to-end approach encompassing thought-leadership, strategic marketing, value proposition development and business model innovation. Sought after speaker at global industry and professional conferences on topics from smart cities to the Internet of Things (IoT).

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## Experience

### Philips Lighting, Burlington, MA, January 2012-today

- Worked in Business Group Professional, 1 of 4 business units reporting to CEO, delivers 75% of topline revenue for Philips Lighting, global leader in lighting (Euronext AMS: LIGHT; EUR 7.1 billion 2016)
- Led segment areas globally (Parks & Plazas, Smart Cities, Municipal Buildings) alongside three other leads reporting to Public Segment Manager, 1 of 3 domains in Professional Systems (Public, Retail, Office & Industry), fastest growing unit in Business Group Professional

### Global Segment Manager, Professional Systems, January 2015-today

- Recognized opportunity in the marketplace and created a business case to the GM of Professional Systems to fund strategic marketing program to reposition Philips Lighting in smart cities; largest single B to B marketing investment made towards systems and services sales (EUR 750K)
- Led company-wide roll out of new sales enablement tools on smart cities reaching hundreds of sales and marketing professionals globally coordinated broad cross-departmental task group (business units, market organizations, marketing, digital marketing, integrated communications, innovation)
- Partnered with public relations and communication teams to create white papers and briefings. Steered content creation with media organizations such as the *Economist Intelligence Unit* for key stakeholder groups like the *United States Conference of Mayors*
- Generated business buy-in to introduce new systems in underserved market segments such as site and area lighting (USD 1.2 billion opportunity annually) and cybersecurity initiatives to support federal government sales

### Innovation Manager, Management Team Color Kinetics, Professional Systems, January-December 2014

### Innovation Manager, Color Kinetics, January-December 2012

- Productized innovative light and health solution to improve patient recovery times
- Initiated lead generation and business development for direct sales with public sector customers such as the Massachusetts Dept. of Transportation
- Created internal innovation program (speaker program, publications, proofs of concept)

**Vienna University of Technology, Vienna, AT, September-December 2011**

**Austrian Institute of Technology (AIT), Vienna, AT, September-December 2011**

- Developed unique graduate level studio course for 20+ students on nighttime design for the Department of city planning (Städtebau Institut)
- Leveraged key opinion leaders in the industry to enrich program
- Developed successful grant proposal which required aligning key stakeholders: research institution, industry players (manufacturers and engineering firms) and public transit authority

**European Commission, Information Society & Media, Brussels, BE, April-July 2006**

- Developed content for European Union-wide public procurement workshops to spark innovation at the Directorate General for Information Society & Media

**Telesis Corporation, New York, September 2001-August 2002**

- Supported tax credit financing applications in Pennsylvania which led to a \$12million investment to renovate 2<sup>nd</sup> East Hills affordable housing
- Led citizen engagement efforts in Pittsburgh and Wilmington to establish strong rapport with community prior to launching new projects

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## **Board Service**

Member. Local Advisory Board Boston. Leading Cities. 2017-ongoing. [leadingcities.org](http://leadingcities.org)

Member. Edison Awards Steering Committee. 2016-2018 term. [www.edisonawards.com](http://www.edisonawards.com)

Director. Board of Directors. Illuminating Engineering Society, 2016-2018 term. [www.ies.org](http://www.ies.org)

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## **SME Activities**

- More than 35 academic and trade articles, e.g. Aliakseyeu D., Meerbeek B., Mason J., Magielse R., Seitinger S. 2016. Peripheral Interaction with Light. (HCI Series, Springer).
- Frequent public speaking, e.g. "Addressing growth through urban planning," Smart City Expo. (Barcelona, Spain, November 15, 2016). "Light for Public Space," Committee on Tourism, Arts, Parks, Entertainment and Sports, United States Conference of Mayors (San Francisco, CA, June 19-22, 2015).

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## **Education**

**Massachusetts Institute of Technology, PhD, MS, MCP**

PhD in Media Arts and Sciences, September 2010

Master of Media Arts and Sciences, 2006

Master of City Planning, 2004

**Princeton University, BA**

B.A. Architecture, French Certificate, 1997-2001 | Summa cum laude, Phi Beta Kappa