Susanne Seitinger, PhD

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Thought-leader and new business developer in smart cities and IoT. Drive cross-unit efforts to successfully develop new businesses. Derive professional success from an entrepreneurial spirit, genuine curiosity, commitment to stakeholder buy-in and an end-to-end approach to deliver on strategic marketing programs, value proposition development and business model innovations. Sought-after speaker at global conferences on smart cities, urban technology and Internet of Things use cases.

Experience

Verizon, Waltham, MA, May 2019-present

Marketing Lead State, Local, Education and Smart Communities, January 2020-today
Marketing Lead Smart Communities, May 2019-December 2019
- Hired to lead smart communities end-to-end marketing team through Verizon 2.0 reorganization
- Added segment marketing program for mainstream wireless and wireline telecom business for state, local and education busines (more than 1k direct sales force nation-wide)

Signify formerly known as Philips Lighting ($7.4B) Burlington, MA, January 2012-April 2019

Director of Public Sector Marketing, US Market, January 2018-April 2019
- Promoted by leadership to lead marketing and guide a strategy for market segmentation across indoor and outdoor lighting products, systems and services; prioritized key accounts for sales team and identified potential for cross-channel collaboration targets
- Defined and communicated customer needs in the public sector cross-functionally within the US marketorganization and to global business lines; worked with product marketing to train sales team and supportmulti-channel sales approach
- Coached marcom and integrated communications to focus public sector messages on customer needs (*e.g.,* balancing budgets, resiliency and economic development) using case studies, webinars andcollateral, often in collaboration with analysts such as *IDC* and NGOs such as *The Climate Group*
- Initiated leads program for state and local government activities; added 200+ qualified leads in first 6months to boost sales funnel quality and size
- Headed Federal GSA cybersecurity threat assessment for a wireless connected lighting system; identifiedpartners, consultants and customers to collaborate on DoD risk management framework

Global Segment Manager, Professional Systems, Public, January 2015-December 2017
- Led three areas (Parks & Plazas, Smart Cities, Municipal Buildings) in public sector business segment, thefastest growing segment globally in systems business group driving 75% of growth; generated business cases for new systems in underserved segments such as site and area lighting ($1.2B TAM)
- Repositioned Philips Lighting in smart cities by receiving executive buy-in for the largest single business-to-business marketing investment for systems and services sales ($800K); spearheaded company-wide rollout of new sales enablement tools on smart cities reaching hundreds of sales and marketing professionalsglobally by assembling a cross-departmental task group (business units, market organizations, marketing,digital marketing, integrated communications, innovation/R&D)

- Directed strategic marketing programs on smart cities; selected partners such as *The EconomistIntelligence Unit* to develop content for key stakeholder groups like the *United States Conference ofMayors*, created case studies on IoT to drive media and analyst awareness

Innovation Manager, Management Team Color Kinetics, Professional Systems, January 2012-December 2014
- Productized innovative light and health solution to improve patient recovery times, developed evidence-based strategic marketing materials and proof points
- 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 on nighttime design for the Department of city planning (Städtebau Institut); leveraged key opinion leaders in government and industry
- Received applied research grant with AIT, Bartenbach Lichtlabor and Vienna 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 for a $12M investment to renovate 2nd East Hills affordable housing; led citizen outreach plans in Pittsburgh, PA and Wilmington, DE

Board Service

Director. Board of Directors. Illuminating Engineering Society, 2016-today. www.ies.org

Member. Local Advisory Board Boston. Leading Cities. 2017-today. leadingcities.org

SME Activities

- More than 35 academic and trade articles, e.g. Offenhuber, D., Auinger, S., Muijs, R. 2018. Los Angeles noise array. (Environment and Planning B); 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).

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