
Suzanne Mueller

Senior Lecturer

Associate Director for Administration, Undergraduate Programs

Stuart School of Business
Senior Lecturer - Marketing

Date of Hire: 2003

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Professional Interests

Research: Marketing Management, Strategic Marketing, Marketing Research (including conjoint analysis, perceptual mapping and other modeling techniques), New Product Development

Academic Background

M.B.A. UNIVERSITY OF CHICAGO, CHICAGO, IL, Marketing, 1980

B.A. UNIVERSITY OF ROCHESTER, ROCHESTER, NY, Russian Studies (interdepartmental), 1976

Certifications

Myers-Briggs Type Indicator, since 1992

Memberships

American Marketing Association

Association for Psychological Type

Product Development Management Association

Work Experience

Academic Experience

Associate Director for Administration, Undergraduate Programs; Senior Lecturer (marketing), STUART SCHOOL OF BUSINESS (2003 - Present).

Non-Academic Experience

Partner, SAWTOOTH TECHNOLOGIES CONSULTING GROUP (2003 - Present). Conduct product development, repositioning, segmentation and pricing studies on behalf of Fortune 500 clients.

Vice President and Chief Operating Officer, KATHY SCHAEFFER & ASSOC. (2000 - 2003). Oversaw daily operations of issues-oriented public relations firm, including revenue forecasting, budgeting, productivity management, team development and quality control. Provided high-level strategic and crisis communications counsel to senior management at Chicago nonprofits ranging up to \$35 million. Won Publicity Club of Chicago Silver Trumpet for successful media campaign on behalf of Heartland Alliance.

Director of Marketing and Community Outreach, HAZELDEN FOUNDATION (1998 - 2000). Initiated marketing function for Hazelden's expansion into Chicago area. Key member of leadership team that developed strategic plans, balanced scorecard targets and budgets. Developed and implemented integrated marketing, communications, sales, community education and customer service plan that increased assessments by 36%, admissions by 40% and revenues by 20%. Led multi-disciplinary team that improved assessment-to-admission conversion rate and increased inter-system transfers between Hazelden facilities. Conducted comprehensive market analysis resulting in placement of local suburban adolescent treatment facility.

Vice President and Chief Marketing Officer, SAWTOOTH TECHNOLOGIES, INC. (1988 - 1998). Oversaw management of both strategic and day-to-day marketing functions, including sales, communications and customer service. Developed product, pricing, marketing and branding strategies that successfully build 'upstart' computer-aided telephone interviewing product into the industry standard, achieving 50% of new sales industry-wide. Created and taught highly rated conjoint analysis seminar that boosted product sales and positioned Sawtooth as a leader in quantitative techniques. Demonstrated financial return on sales efforts, resulting in expansion of sales staff.

Product Manager - Mileage Plus (1985-88); Marketing Planner (1984-85); Strategic Planner (1983-84), UNITED AIRLINES (1983 - 1988).

Senior Associate, JOHN MORTON COMPANY (1979 - 1983).

Consulting

2007: SAWTOOTH TECHNOLOGIES CONSULTING GROUP*, *Client: Start-up firm NDA prohibits disclosure of client name). Focus: Residential solar energy. Client developed new, aesthetically pleasing approach to residential solar energy. To fuel early stages of product development client wanted to better understand wants/needs, barriers, decision-making criteria for key constituents: consumers, distributors, developers/builders, roofers.

2006: SAWTOOTH TECHNOLOGIES CONSULTING GROUP*, *Client: Healthcare division of major information services firm (NDA prohibits

disclosure of client name). Focus: Knowledge management and decision support service for hospitals. Client was in early stages of assessing potential for a knowledge management service and wanted to understand market needs and wants, key success factors and potential barriers.

2005: SAWTOOTH TECHNOLOGIES CONSULTING GROUP*, *Client: Fortune 100 company (NDA prohibits disclosure of client name). Focus: End-user customers and distribution channels in international commercial reinsurance market. Client wanted to understand which macro-factors (product and service features) drove product adoption and renewal and also which micro-factors (components of customer service) most drove impact of customer service. Two two-stage conjoint models (one for end-customers and one for distribution channels) were used to understand salient attributes for various market segments and to permit modeling of -- and recommendations for -- repositioned product offerings.

2004: SAWTOOTH TECHNOLOGIES CONSULTING GROUP*, *Client: Fortune 100 company (NDA prohibits disclosure of client name). Focus: commercial insurance (malpractice, liability, etc.) Used latent class analysis to propose benefit-based segmentation strategy and to predict which segments offered the greatest potential for new/revised product offerings.

2004: SAWTOOTH TECHNOLOGIES CONSULTING GROUP*, *Client: Fortune 100 company (NDA prohibits disclosure of client name). Focus: commercial insurance (malpractice, liability, etc.) Client wanted to understand which macro-factors (product and service features) drove renewal and also which micro-level customer service factors most drove impact of customer service. We provided a two-stage conjoint model that was used to understand salient attributes for various market segments and to permit modeling of -- and recommendations for -- repositioned product offerings.

Courses Taught

I PRO 303

Independent Study in Business (specialized masters)

Introduction to Marketing

Marketing Research

Marketing Research (specialized masters)

Marketing and Advertising Research (specialized masters)

New Product Development

Teaching-Other

Course (New) - Creation/Delivery: Conventional

2006 - Developed curriculum for undergraduate Marketing Research course, including implementation of SPSS and Claritas PRIZM (provided at no cost by Claritas).

2005 - Developed curriculum for undergraduate New Product Development course.

2004 - Developed curriculum for graduate-level Marketing Research course, including acquisition and deployment of perceptual mapping and conjoint analysis software.

2003 - Developed curriculum for undergraduate Principles of Marketing course. Course content includes significant writing component (BUS 371 is a 'C' course), including significant ethics component.

Innovations in Course Content / Presentation

2007 - For Marketing Research Course: developed relationship with Global Park/Survey U (college-oriented survey panel) whereby students were able to conduct nationwide survey of college students. Topic: Textbook buying behavior.

2006 - Initiated acquisition of Simmons National Consumer Survey database for Galvin Library.

2006 - For Marketing Research course: Worked with Galvin Library Director of Instructional Services to develop two-part instructional session 'Use of Secondary Sources in Marketing Research.'

2006 - For Introduction to Marketing course: Worked with Galvin Library business librarian to develop instructional session on 'Introduction to Business Research.' Session is offered every semester and has been revised and updated several times.

Program Assessment Projects

2005 - Developed Marketing concentration requirements for new undergraduate program.

Intellectual Contributions:

Grid

	DBS	CTP	LPS	Total
Presentations of Non-refereed Papers			2	2
Totals	0	0	2	2

Presentation of Non-Refereed Papers

National

Mueller, S. (2004). MBTI and Leadership. Stuart Graduate School of Business, Chicago, Illinois.

Mueller, S. (2004). Introduction to Myers-Briggs Type Indicator. Stuart Graduate School of Business, Chicago, Illinois.

Service:

Service to the University

Department assignments:

Faculty Advisor:

2007-2008: Writing/Communications Tutoring Program: Spearheaded development of in-department writing/communications skills tutoring program. Pilot program offered one-on-one tutoring and group workshops to students seeking to improve their communications skills.

2006-2007: Student Ambassador Recruiting Initiative

Member:

2005-2006: Faculty Search Committee

Other Institutional Service Activities:

2005-2006: Institute for Business and Interprofessional Studies (IBIS): Oversaw production of recruiting video.

College assignments:

Chair:

2006-2007 through 2008-2009: Student Affairs Committee

Faculty Advisor:

2008-2009: Undergraduate Alumni Network: Initiated development of undergraduate alumni network.

2008-2009: Stuart Investments Club: Board member of graduate-level investments club

Member:

2006-2007: Marketing Committee

2006-2007 through 2008-2009: Undergraduate Program and Curriculum Committee

2005-2006 through 2006-2007: Leadership Academy Scholarship Review Committee

Mentoring Activities:

2004-2005 through 2005-2006: Leadership Academy Sophomore Leadership Retreat

Other Institutional Service Activities:

2008-2009: Florence Dunbar Essay Contest: Served as a contest judge

2007-2008: New Student Orientation: Initiated development of school-specific orientation program for incoming students.

University assignments:

Chair:

2007-2008: IPRO Day Judge: Served as Chief Judge of track -- Spring 2008

2006-2007: IPRO Day Judge: Served as Chief Judge of track - Fall 2006 & Spring 2007

2005-2006: IPRO Day Judge: Served as Chief Judge of track -- Fall 2005 & Spring 2006

2004-2005: IPRO Day Judge: Served as Chief Judge of track - Fall 2004 & Spring 2005

2003-2004: IPRO Day Judge: Served as Chief Judge of track - Spring 2004

Member:

2008-2009: C-Course Committee

2007-2008: Leadership Academy Scholarship Review Committee

2006-2007: Writing Competency Task Force

2005-2006: Chief Communication Officer Search Committee

2005-2006 through 2007-2008: IIT Marketing Advisory Council

Other Institutional Service Activities:

2008-2009: IIT Women's Day: Ran workshop on marketing and new product development for prospective students.

2007-2008: EnPRO Program Lecture Series: Lecture: 'Marketing Research 101'

2005-2006: IIT Leadership Academy: Provided ongoing marketing consultation.

Service to the Profession

Invited Lecture

2008: Northwestern University Segal Design Institute, Lecture and workshop: 'Use of Conjoint Analysis in New Product Development' (Regional).

2008: University of Chicago Booth School of Business, Lecture and workshop: 'Use of Conjoint Analysis in New Product Development' (Regional).

2007: IIT Institute of Design, Lecture and workshop on Exploratory Research techniques (Regional).

2007: IIT Institute of Design, Lecture and workshop: 'Use of Conjoint Analysis in New Product Development' (Regional).

2006-2007: IIT Institute of Design, Lecture and workshop: 'Use of Conjoint Analysis in New Product Development' (Regional).

2004-2007: University of Chicago Graduate School of Business, Lecture and workshop: 'Use of Conjoint Analysis in New Product Development' (Regional).

2003: University of Chicago Graduate School of Business, Lecture and workshop on 'Use of Conjoint Analysis in New Product Development' (Regional).

Presentation

- 2009: Marketing Research Association, Continuing Education Webinar: 'The Alphabet Soup of Conjoint Analysis: ACA, CBC, CVA, DCM, etc.' (National).
- 2005: IIT Stuart School of Business, Presentation and Workshop: 'MBTI and Leadership' (Regional).
- 2004: IIT Stuart School of Business, Presentation and Workshop: 'Introduction to the Myers-Briggs Type Indicator' (Regional).

Service to the Community

Chair of a Committee

- 2006: Marketplace: Handwork of India, Board member.
- 2006: Marketplace: Handwork of India, Board member.
- 2005: Marketplace: Handwork of India, Board Member

Other Community Service Activities

- 2005-2006: Center for Independent Futures, Community-building activities with developmentally-disabled adults.
- 2005: Connections for the Homeless, Prepared meals for residents of homeless shelter.
- 2005: Connections for the Homeless, Prepared meals for residents of homeless shelter.
- 2004: Evanston School Children's Clothing Association, Direct service to families.
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- 2003: Connections for the Homeless, Prepared meals for residents of homeless shelter.

Faculty Development

Instructional-Related Conference

- 2009: American Marketing Association - BrandSmart Conference. Chicago, Illinois.
- 2008: Product Development Management Assoc. Conference. Conference covering Ideation, VOC Research methods and Stage-Gate Process. Chicago and surrounding area, Illinois.
- 2008: American Marketing Association - 'Beyond Analog: Becoming Part of Today's Digital Marketing World'. Webinar on Digital Marketing. n/a, Virtual.
- 2008: American Marketing Association - 'Anatomy of a Marketing Plan'. Workshop on marketing analytics and ROI. Chicago, Indiana.
- 2008: IIT Institute of Design - Design Research Conference. Design research conference/workshop. Formerly 'About, With and For'. Chicago, Indiana.
- 2006: IIT Institute of Design - 'About, With and For' Conference. Design research conference/workshop. Chicago, Illinois.
- 2005: IIT Institute of Design - 'About, With and For' Conference. Design research conference/workshop. Chicago, Illinois.

Professional Seminars / Workshops

- 2008: Association for Psychological Type -- Chicago Chapter. Regularly attend workshops and presentations on use of Myers-Briggs Type Indicator. Chicago and surrounding area, Illinois.
- 2007: Association for Psychological Type -- Chicago Chapter. Regularly attend workshops and presentations on use of Myers-Briggs Type Indicator. Chicago and surrounding area, Illinois.
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Research-Related Conference/Seminar

- 2009: Sawtooth Software Conference. Methodology and application of conjoint analysis, MaxDiff and other modeling techniques. Delray, Florida.
- 2004: Sawtooth Software Conference. Conference on modeling techniques. San Diego, California.

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