

Susannah Enkema

VP Research & Insights

Shelton Group



Bio

Susannah Enkema is Vice President of Research and Insights at Shelton Group, the nation's leading marketing communications agency focused exclusively on energy and the environment. Susannah directs her team in designing primary and secondary, quantitative and qualitative research projects – and she plays a key role in driving the questions for our research projects, extracting the data and interpreting it for our clients.

With an interdisciplinary background in political science and cultural studies – as well as prior experience in market research and strategic planning – Susannah goes above and beyond “traditional” research. She understands that good insights come from a range of methodologies – ethnographies, interviews, focus groups, survey data, big data and more – and help solve marketing and communications challenges of all kinds. She helps her clients bring about a sustainable future.