



S H E L T O N G R O U P

Suzanne Shelton

Biography

Suzanne Shelton is president and CEO of the Shelton Group, an advertising agency entirely focused on motivating mainstream consumers to make sustainable choices, which she started eighteen years ago.

Shelton Group conducts four consumer opinion studies annually – Utility Pulse, Eco Pulse, Green Living Pulse and Energy Pulse® -- to continuously track shifting consumer perceptions on these topics. Shelton uses those insights in brand positioning, advertising, direct marketing and Interactive work the agency performs for its clients, which include the American Institute of Architects, BP Solar, Cree Lighting, e3 Bank, Scana Gas and Vectren Energy.

Suzanne speaks to groups across the country about what consumers are thinking about energy efficiency and green products and how to effectively implement advertising, marketing and public relations campaigns in that space.