

Susan Stickley

Susan Stickley is president of Stratus, Inc., a strategic management consultancy offering customized strategic programs to prepare clients to succeed in these rapidly changing times. Susan has most recently been concentrating on merging strategic management and organizational and individual learning methodologies to achieve high impact transformational experiences for organizations and community groups. Susan leverages a wide range of tools and methodologies, including scenario planning, success formula, systems thinking and three horizons planning in flexible and unique programs.



She worked for over 15 years as a senior practitioner for Global Business Network, the world-renowned leader in scenario planning. Susan has introduced many for profit and non-profit organizations to their success formula over the last 15 years. The success formula allows an organization to see the impact its distinctive competencies have toward creating value in the marketplace and whether or not the organization is strategically investing in building those distinctive competencies over time. The methodology was first developed by Kees van der Heijden and referred to as the Business Idea.

Susan has had over 25 years of experience with Fortune 100 and 500 firms. She has consulted in the petrochemical, bio-pharma, aerospace, energy, finance, manufacturing, telecom, consumer goods, food science, healthcare, higher education, research, media, and publishing sectors for both private and public organizations. Susan has consulted extensively with a wide range of associations, as well as government agencies.

Susan has been a member of Future Search Network, helping community groups and organizations chart their futures. She is on the Board of Directors and is Chair of the Strategy Committee of Bethesda Project, a non-profit agency focused on the chronically homeless population in Philadelphia.

During her 10 years with ARCO Chemical Company, Susan held a variety of positions in strategic planning, business management, field sales and research engineering. Susan introduced scenario thinking to ARCO Chemical to explore the future impact of environmentalism on the chemical industry. She facilitated the executive staff in the creation of a decision model for the corporate vision. Susan guided Atlantic Richfield and ARCO Chemical in a joint scenario analysis of China. Susan's experiences in business management and sales include successfully directing the commercialization of a step-out product in the petrochemical industry, managing the growth and profitability of a Regional sales territory. During her tenure in research, Susan invented an inherently antistatic resin, currently patented and produced commercially.

Susan has worked in North America, Europe and Asia Pacific. She holds a B.S. in chemical engineering, magna cum laude, from Pennsylvania State University and a MBA in business management from Villanova University.