

Susan F. Cyliax
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Education

Masters, Business Administration Drexel University, Philadelphia, PA	1982
Bachelor of Science, Dietetics with High Honors and Distinction University of Delaware, Newark, DE Senior Thesis Topic: Consumer Labeling	1976

Teaching Experience and Selected Accomplishments

Moravian University, Bethlehem, PA Fall 2019 - present
Assistant Professor of Practice- Marketing

- Teach both graduate and undergraduate level courses in marketing management, new product marketing, strategic marketing, business management and consumer behavior. Consistent high student evaluation scores.
- Develop curriculum including new course development (New Product Marketing; Marketing Strategy; Introduction to Business) and 8 week format and online course modalities for existing in person courses.
- Collaborated in the development of new Marketing Management major.
- Applied best practices to online course development after successfully completing the Quality Matters Workshop.
- Service: Undergraduate Advisor; Discipline Review Committee (2020- present); Search Committee for tenure track Economics position (2021, 2022); Faculty Athletic Mentor (2023-2025); Led Hounds Connect (alumni networking event) for SOBE students.

Bucks County Community College, Newtown, PA 2016 – 2019
Adjunct Faculty- Business Studies

- Taught Introduction to Business.
- 96.1% overall positive student faculty evaluation rating.

Speaker 2001- present

- Speaker and workshop presenter on business leadership topics including: branding, marketing strategy, the multigenerational workplace, building a corporate culture of learning and mentorship.

Temple University Fox School of Business BYOBB Business Plan Competition 2016
Executive Mentor

Professional Experience and Selected Accomplishments

NexLevel Strategic Marketing (formerly STAR RESOURCE GROUP), Doylestown, PA 2002 - present
Strategic management consulting firm for clients in B2C, B2B and nonprofit environments.

Principal

- Built successful consulting firm providing strategic planning, innovation, marketing research and strategy, strategic partnership development, brand strategy, consumer insights and analytics and marketing leadership services.
- Partnered with Chief Outsiders, a national strategic marketing consulting firm. Client successes include: repositioned regional affiliate of national non-profit organization in response to major change in revenue generation model.
- V.P. Brand Marketing at CARSON DELLOSA PUBLISHING, a leading educational publisher. Transformed internal MARCOM department into a strategic, consumer focused marketing organization. Managed 12+ person department.
 - Expanded distribution in big box retailers, gaining permanent distribution and off shelf displays.
 - Expanded reach and engagement through partnerships with 3M and MLS, and new social media strategy.

- Utilized consumer insights/analytics to reposition Summer Bridge brand and implemented an integrated MARCOM campaign, resulting in double digit improvement in revenue growth trends.
- Improved direct advertising campaign ROI (digital and print), increased conversion, reduced total spend.
- Restaged DTC website, improving consumer experience and significantly increasing traffic/conversion.
- Increased revenue by 57% for leading consumer craft brand through category review/management analysis, closing product/ price point gaps and implementing new product and retail trade strategies for mass and specialty channels.
- Spearheaded launch of global consumer products brand into the U.S. market. Developed integrated marketing campaign and sales support program resulting in new retail distribution in U.S. market.
- Executive Director of CBHCT, local nonprofit organization. Led Board of Directors in development of new strategic plan, diversified funding stream and reestablished fiscal and operational stability.

AMERICAN LAW INSTITUTE CLE, Philadelphia, PA

2014 - 2015

Leading provider of online, live webcasts and in person continuing legal education programs.

Director of Strategic Marketing

Spearheaded development of short and long term marketing strategies and execution of digital, social, and print marketing campaigns. Managed 6-person department and worked closely with product team to define consumer needs.

- Developed recurring revenue stream by launching new subscription-based business model.
- Collaborated with product team to launch new product line - 70% of revenue came from new consumer segment.
- Implemented new email platform and automated marketing campaign which improved deliverability.

CRAYOLA, Easton, PA

1997-2001

International manufacturer of CRAYOLA, SILLY PUTTY, and LIQUITEX art products.

Director of Licensing and Brand Initiatives Crayola

2000 - 2001

Generated profitable new revenue streams through strategic brand initiatives. Managed 5-person department.

- More than doubled revenue and extended Crayola brand's reach to the consumer by creating new revenue streams, expanding channels of distribution, and penetrating new product categories.
- Increased annual licensing revenues +35% through new product category penetration.
- Developed strategic partnerships and new business models which generated +70% incremental revenue.

Director of Marketing – Crayola

2000

Provided strategic leadership and direction for all Crayola brand consumer products division marketing initiatives. Managed 18-person marketing department.

- Led senior management team in defining new Crayola brand strategy, providing a strategic framework for leveraging future brand growth and new product development.
- Led cross functional team in implementing new sales and marketing organization.

Director of Sales and Marketing – Fine Art and Craft Channels

1997 - 1999

Led 12-person field sales and marketing organization with complete P&L responsibility.

- Increased sales 15%, reversing a multi-year decline, by developing an increased usage strategy. Improved profit contribution 21% over two years, reversing three years of negative profit contribution by reducing expenses.
- Spearheaded successful divestiture of business to align with corporate strategic plan.

