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**More than just marketing.**



[Watch Susan's Bio](#)

**Susan Lavenski**

**Chief Executive Officer**



Susan Lavenski CEO/Owner Susan is an expert in issues management and has spearheaded the communications efforts for multi-million dollar statewide transportation campaigns, utility expansion projects, controversial elections and health care certificates of need. In other words, she's the consummate problem solver.

She has provided strategy for Fortune 500 businesses and worked with local, regional and national public figures, media representatives and business executives. Her work has produced results that garnered statewide, national and international coverage for our clients.

As the leader of our Charleston office, Susan was named one of West Virginia Executive's "Young Guns," a prestigious group of 10 business leaders across the state who exemplify success at a young age. She also was named one of the West Virginia State Journal's "40 under 40," an honor recognizing those who are playing critical roles in the state. Susan was featured in WV Focus Magazine's "Wonder Women" issue, focusing on WV's most powerful women who are breaking the status quo and proving leadership has no gender.

Susan was awarded WV PRSA Public Relations Professional of the Year in 2015. Additionally, she was featured as WV Executive "Young Guns Reloaded" Professional in 2015. Susan was also featured in "Innerviews" by Sandy Wells with Gazette Mail in March 2016.

Susan is a board member of the West Virginia Chamber of Commerce, West Virginia Business Roundtable, Thomas Memorial Hospital and Thomas Health Systems. She serves as the marketing/communications chairwoman for the West Virginia Manufacturers Association and is a committee member and sub-committee chairwoman for Charleston Area Alliance's Vision 2030 Innovation/R&D Committee. She is also a committee member of the Marcellus & Manufacturing Development Conference, as well as a council member on the advisory council for the Marshall University's School of Journalism & Mass Communications.

Additionally, she is CRA's representative to the West Virginia Business and Industry Council, the Independent Oil and Gas Association of West Virginia, the Chemical Industry Council, the Education Working Group, as well as a chairwoman for the Energy Speaks Education Initiative.

When this strategic mastermind isn't at the office, she can be found taking part in a ton of activities...Susan enjoys spending time with family, exercising, watching her youngest son on the soccer field, and visiting her oldest son in college, just to name a few.



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