

Beth Susanne

International Pitch & Communications Coach
Managing Director, Visions in Focus S.L. (Barcelona, Spain)

EIT Wins

200+ training sessions with 5 EIT KICs from 2012-18: Climate, Digital, Health, Food, and Raw Materials in more than a dozen EU countries.

- **EIT Health KIC:** €500M + €1.6 billion over 7 years, across 15 countries (2014)
- **EIT Food KIC:** €1.2 billion matched with €400M over 7 years (2016)
- **EIT Climate KIC Venture Competition:** (2013-2017)
- **EIT Awards:** Digital, Raw Materials, Climate, Health and InnoEnergy (2017)
- **EIT Health – EU Catapult:** 42 teams from Digital Health, Medtech in Brussels, Heidelberg, Barcelona and London (2017)
- **EIT Raw Materials:** Communicating Key Message with Impact (2018)
- **EIT Health KIC:** Strategic Planning + Business Plan Hearing (2015+2017)
- **EIT Health & Climate UK-Ireland CLCs** (2016-17)
- **EIT Health & Climate RIS:** 8 countries across Southern + Eastern Europe (2013-2017)

Other Clients

- **Tech startups:** coached >1800 teams from 30+ countries to raise an average of €3.38M after 2-day training, with a 78% success rate after 5 years (source: EIT, 2012-2018)
- **Corporate:** Barclays, Disney, Microsoft, Pearson, Philips, BMW, others
- **Education:** Singularity University, Yale, Imperial College London, Oxford, Pau Education, TU Berlin, Neyenrode University, others
- **Accelerators:** RocketSpace, RockStart, Microsoft BizSpark South Africa, Lanzadera, others
- **VCs:** Peppermint Ventures Digital Health Venture Capitalists in Berlin, Blue Label Ventures in S. Africa and London, T.I.L Ventures, others
- **Conferences:** TNW, SLUSH, TechCrunch Disrupt, Noah, 4YFN/Mobile World Congress, HIMSS/Health 2.0, Thought for Food Global Summit, S. African Innovation Summit, others
- **Technologies:** Digital, AI, IoT, Mobility, CleanTech, BioTech, MedTech, AgTech, FinTech, E-commerce, EdTech, Quantum Physics, others
- **Prior to 2012:** 17 years Strategic Planning/Facilitation/Key message development with executives in Silicon Valley, helping companies double and triple in size within 2-3 years

Earlier Experience in Healthcare

1994-2011

For 17 years, I consulted with Healthcare architects and hospitals on 30 projects valued up to \$2.1 billion. I facilitated the discussions and coached the teams bidding for projects that led to creating innovative, technologically advanced, and patient-centric healing environments individually adapted to the specific profiles of the patients they served.

We framed the problem, decided on key challenges that needed to be addressed, and broke into smaller groups to work on the challenges, and formed teams to determine and implement next steps. We pulled together experts in the field (e.g., William McDonough of Cradle to Cradle), MEP experts, experts in patient-centered design, hospital administrators, clinicians, etc. I was the person responsible for facilitating and overseeing the implementation of these projects from start to finish.

Projects included: UCSF Medical Center at Mission Bay project (Children's Hospital, Women's Hospital and Cancer Hospital), Santa Clara Medical Center, the North Campus of Stanford Medical Center in Redwood City, Kaiser Permanente, and others.

During this period, I also taught in the Executive MBA Program for the University of Texas San Antonio, facilitating 2-day courses in innovative leadership for executives from Healthcare, Insurance, Military, and a cross-section of other industries.