



Brandon Suchan

I'm a mid-career professional with over 13 years in the marketing industry. I'm looking to advance my career by pursuing my Master of Sustainability Leadership degree. My vision is to help build a society that protects the environment, respects the differences in people, and unites to create positive change throughout the world. I plan on contributing to this effort by engaging organizations with the goal of creating value through sustainable business practices.

Mentorship Experience

My mentor is John Edelman of the marketing and advertising firm Edelman. We've been interacting on a continuous basis since November 2020 and I've learned a great deal from John so far. We've spoken about my career goals and which specific roles I would be interested in. John has made some suggestions of possible roles where I would be able to leverage both my marketing and analytics experience with my education. He has also provided me with numerous resources on the topic of ESG reporting, which is a particular passion of mine and a field in which I'd love to work once I'm finished with my program.

Global Sustainability

During my research of the history of Edelman, I found that the company hadn't always pushed sustainability initiatives as much as they do now. After speaking with John, I realized that he was an important part of the company when this transformation began. When we talked about this time period in the company's history, I was able to validate what I've been learning in my courses in regard to how to lead sustainability transformation successfully. This gave me comfort knowing that what I'm learning in my program is also being practiced in the real world.

Applied Experience

Through the FGMP I was able to attend the GreenBiz 21 virtual conference. I was excited to attend since it brings together some of the biggest and brightest minds in the sustainability space. I learned a lot over the three days and was able to make some valuable connections through networking. My favorite session during the conference was titled "Good Company - How to Win in the Court of Public Opinion." This session presented data in such an exciting way that it will influence the way I present to audiences going forward.

Future Plans

I've gained valuable experience from my involvement in the FGMP. I've been able to make connections, attend events, and connect with mentors that I would not have had the opportunity to do otherwise. As a mid-career professional looking to make the difficult move of a career switch, these opportunities are exactly the leverage I

need to be successful in my next role and beyond. My goal for the future is to be a part of the FGMP again, eventually as a mentor. I've received great advice and guidance along my path and would love the opportunity to provide the same for others.