

# Susan Mangiero, PhD, CFA, MBA, MFA

Award-Winning Writer • Content Strategist • Data Storyteller • Editor • Thought Leadership Ghostwriter

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My name is Susan Mangiero. I help companies like yours take complex ideas and turn them into actionable, compelling stories that get results. With over two decades of business, finance, and investment management experience, I partner with you to dig deeper than surface-level ideas. I apply my knowledge on your behalf, analyzing data trends, conducting research, and using proven communication techniques to create content that grabs attention and drives action.

- As a senior financial consultant collaborating with firms such as the Analysis Group, Bank of America, FTI Consulting, General Electric, Lloyds International, and PriceWaterhouse, I created compelling B2B thought leadership about asset management, board governance, compliance, corporate finance, investment banking, risk management, valuation, and wealth management.
- As a marketing professional, I helped organizations like Investment Governance, MetLife, Northern Trust Bank, NYMBUS, Prudential Financial, and the Society of Actuaries grow their sales by creating business intelligence reports, marketing materials, product guides, and white papers.
- As a business, finance, and investment expert witness, engaged by law firms such as Alston & Bird, Mayer Brown, O'Melveny & Myers, and Perkins Coie, I analyzed large datasets, conducted industry research, created jury storyboards, forensically evaluated evidence, and simplified complex concepts in reports I wrote for the benefit of arbitrators, judges, juries, policymakers, and regulators.
- As a start-up founder who raised \$2 million to build a digital content library and peer-to-peer network for 650+ C-suite investment executives and their advisors, I've written brand guides, business plans, content strategy plans, editorial calendars, fundraising pitches, and marketing and sales plans.
- As a corporate trainer, engaged by organizations such as the Association for Financial Professionals, Harvard Law School, Kaplan, New York Institute of Finance, and the University of Connecticut Executive MBA Program, I've developed multiple workshops for attorneys, board members, corporate treasurers, entrepreneurs, financial advisors, hedge fund managers, pension fund fiduciaries, and regulators.
- As an award-winning blogger, published author, and freelance journalist for publications that include the American Bar Association Journal, Bloomberg BNA Pension & Benefits Daily, CFO Magazine, Family Foundation Advisor, Hedge Fund Manager, Mergers & Acquisitions, and The Street, I've interviewed executives, written books and book proposals, and created content for ROI and social media gains.

Clients describe me as a problem solver, knowledgeable, easy to work with, organized, and enthusiastic about delivering quality work. When you engage with me, you are not just creating content. You are creating a high-impact tool that drives a return on your investment of money and time. Whether you are looking to disrupt your industry, raise capital, increase sales, build a stronger brand, or simply get heard by the right people at the right time, I can help you make sure your ideas reach the people who matter most. **Let's talk!**