

Susie Wilkening CV

Principal, Wilkening Consulting Services

Research Services

- Local, regional, and national studies of museum-goers and communities
- Regional and national studies of broader public
- Qualitative research
- Custom analysis of US Census Bureau microdata for regional and local population trends
- Development of research reports and memos

Knowledge Curation Services

- Ongoing review of new data, reports, and external research that affects museums
- Regular briefing and advisory calls with clients to apply external and Wilkening Consulting research to their museum

Publications and Media

- Recurring articles in *Museum*, AASLH's *History News*, ACM's *Hand to Hand*, and ASTC's *Dimensions*, etc.
- Commentary and source for national publications, including the *Wall Street Journal* and the *New York Times*
- *The Life Stages of the Museum Visitor*, AAM Press, 2009 (with James Chung)

Previous Professional Experience

Senior Consultant, Reach Advisors/Reach Advisors | Museums R+D, Quincy, MA, 2006 – 2016

Principal researcher, analyst, and author for the Museums R+D research collaborative of museums and museum service organizations. As senior consultant worked closely with clients to field custom research designed to drive a meaningful and sustainable individual strategy for the future.

Development Director, Huguenot Historical Society, New Paltz, NY, 2003 – 2006

Executive Director, Brookside Museum/Saratoga County Historical Society, Ballston Spa, NY, 1998 – 2003

Education

Master of Arts in Early American Culture, Winterthur program, **University of Delaware**

Bachelor of Science in History, Technology, and Society, **Georgia Institute of Technology**