

Name: **Susan Sadler**

Company Name: **PopUpSummer!**

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Personal Bio:

Susan Sandler is an experiential retail entrepreneur as the Founder/ Chief Strategist/CEO of her company PopUpSummer! for 19 years and a former General Manager of a public Digital Media & Marketing agency. She has spent a career at the forward edge of marketing, media and alternative retailing, is a creative problem solver and trusted business advisor. Her ever-growing network helps clients including The NYC Ballet, Lululemon and Birch Box increase market awareness and forge key partnerships for investment, distribution and sales. Susan serves as a mentor to start-up companies through the Entrepreneur's Roundtable Accelerator Program, is Board President of More Art and co-chairs the Design for Disability fashion fundraiser for the Cerebral Palsy Foundation. She earned a master's degree in Interactive Telecommunications from NYU, won a U.S. President's Award for Cause -Related Marketing and was named Best and Brightest Media Strategist by Advertising Age.



Company Profile:

PopUpSummer! is an experiential retail and marketing company that helps brands craft strategic ways to connect directly with consumers and wholesale buyers. People experience brands in real life and on virtual platforms through media that educates and entertains, promotes direct engagement and shareability. ROI is gauged by in-person sales, e-commerce transactions, social media channel engagement, media impressions, new marketing partnerships and applicable, on-the- ground research findings. These valuable learnings have led brands into new partnerships, their own stand alone stores, toward strategic pivots and much more. We focus on strategy, creative design/production, marketing and execution to tell authentic brand stories, raise awareness and drive sales. Founder Susan Sandler is host of the new Pop-Up Biz! Podcast. Clients have included Lululemon, Birchbox, Sarah Flint, Nuria Beauty, KES-NY, Eric Javits, Carlos Falchi, Michi, BeauLake, Spinoza, NY City Ballet and many more.

Social Media: Instagram [@popupsummer](https://www.instagram.com/popupsummer) Facebook [@popupsummer](https://www.facebook.com/popupsummer) LinkedIn [linkedin.com/in/susansandler](https://www.linkedin.com/in/susansandler)

Project Title: **Pop-Up Survivor Workshop**

About the Submission:

PopUpSurvivor! is an overview of the state of the pop-up industry, with current examples & vid clips of best practices around technology innovations and marketing. I provide assessment and planning tools for those thinking about doing an in real life, virtual or hybrid experiential retail/ pop up activation. You can read about it here:

<http://popupsummernew.wpengine.com/workshop/>

The presentation portion is about 30 minutes long before Q&A. Here's a link to a podcast episode I did with a local media outlet for a summer activation called HAMPTONSLive,

<https://duneroadlifestyle.com/ep-3-susan-sandler-popupsummer/>

