

## Suzanne Kirkendall '18PH



Suzanne is a Consultant at the BVA Nudge Unit, where she leads the development of the US Healthcare business. She is a behavioral scientist whose passion lies in marrying the worlds of psychology, public health, and behavioral economics. As a healthcare specialist, she focuses on solving for the true drivers of behavior change across every stakeholder in the healthcare ecosystem, from patients to healthcare providers. Prior to joining

BVA Nudge Unit, Suzanne co-developed an industry-leading Social Science division at global marketing network, McCann Health. She completed her Master of Public Health at Columbia University's Mailman School of Public Health Department of Sociomedical Sciences (graduating May 2018), where she is now fortunate to have the opportunity to return and share her love of teaching and learning through visiting lectures on behavioral economics and choice architecture. She is thrilled to be joining the Alumni Board to be able to give back to the school which has given her some of her dearest friends, a career she is excited about, and helps to better the world around us. This time in our collective history, as well as the school's, make the task of giving back more important and urgent than ever.