



Susan Stansbury, Industry Consultant
Susan@SusanStansbury.com

Susan Stansbury has been involved in the paper, nonwovens, wipes and converting industries for more than 40 years where she has managed strategic marketing, product development, and has specialized in personal care markets. She has been heavily involved in nonwovens issues, from fabrics to additives, and converting.

After many years in industry management, Susan founded her company, Right Angle Concepts, where she assisted clients in a full range of marketing services, from strategic support services, to assistance with market niche development and promotional planning.

Susan was founder of Converting Influence, a group of converters and associated companies which held the CONVERTERS EXPO at Lambeau Atrium. She sold the expo to BNP Media after seven years and has continued to serve as an advisor.

She has reported on and given presentations about product development and converting, as well as automation, sustainability, and regulatory issues. Associated materials and products where she has consulted range from specialty coatings, flexo printing, packaging, and nonwovens. Her presentations have been well received across the U.S., as well as European venues including London and Prague.

As a writer and reporter her articles have appeared in a range of publications including Nonwovens Industry, Flexible Packaging, PFFC-Online, Tissue World, and FLEXO. Her recent articles include "Wipes Sold Out" during the pandemic; "Where Are the Women in Manufacturing"; and "Women Innovators". She has also assisted clients with their presentations, news releases and writings. Susan has been interviewed and quoted in major publications including The Washington Post. She has 1,100 followers on LinkedIn and established the LinkedIn Group Converting Influence.

Stansbury previously managed strategic marketing efforts for the Georgia-Pacific Nonwovens Group and held management assignments in other corporations including Little Rapids Corp. and International Paper. She also led a quality improvement process for an IP company division. She holds two undergraduate degrees and a Master of Science Degree in Management where her thesis was a study on decision making. "I used the decision strategies in helping clients resolve issues and point the way to their future," she says.

Being mostly retired, Stansbury still gets pulled back into projects like this year's mask and nonwovens consulting. She is also at work on a book.