



CELEBRATING
55 YEARS

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2023 Ones to Watch - Industry Leaders: Susan Shelby of Rhino PR

December 01, 2023 - Spotlights



Susan Shelby, FSMPS, CPSM, ABCP
President & CEO
Rhino PR

3 skills that you use every day in your position: Creativity, diplomacy, organization

Best book, podcast, or app for aspiring leaders: Dare to Lead by Brene Brown

Best advice for new leaders in 10 words or less: Never stop learning, never assume you know all the answers

What recent project, transaction or accomplishment are you most proud of? Over the past year, I had the pleasure of speaking at:

- Resilient Journey Podcast: Thick Skin, Public Relations & Crisis Communications;
- SMPS Northeast Regional Conference: All Publicity is Not Good Publicity with Chuck Raymond, CPSM from Weston & Sampson.

I also enjoyed the following engagements:

- Interviewed author Brooke Kroeger about her new book: Undaunted, How Women Changed American Journalism;
- Served as co-presenter (with Chuck Raymond) at the SMPS Boston Marketing Awards.

What makes this nominee an Industry Leader? “I have worked with Susan Shelby for 22 years and am continuously impressed by her industry knowledge, leadership, and professionalism. She mentors not only the future leaders of the design and construction industry, but also her colleagues and clients. As an award winner, frequent public speaker, powerhouse PR expert, and an OG in the Boston market, Susan’s communication expertise helps her colleagues’ careers while improving her clients’ bottom lines.” - Barbara Hicks, Owner, Marketer, Graphic Designer, Problem Solver at B-Graphic.