

Sue Nichols

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Communicator. Strategist. Innovator.

Science communications and communications to better science. Experienced and successful promoting science and making scientists and science enterprises more competitive. Co-principal investigator on research projects.

Strategizing across campus and continents. Successful strategies to advance careers, milestones and events. Strong partner with the likes of NSF, USAID, DOE, DOD, World Bank and AAAS. Documented field work in eight countries on six continents.

Engaging engagement. More than two decades positioning experts, leveraging brands and aligning messages with goals. Award-winning writer, effective speaker, gregarious advocate.

Experience:

Michigan State University, East Lansing (October 2010 – present)

Center for Systems Integration and Sustainability

Assistant Director

- Formulate and execute comprehensive multi-channel communications strategy for a major research center that is a key segment of the university's sustainability research.
- Generate national and international media presence with multiple placements in high-profile venues, including *New York Times*, *BBC*, *Time Magazine*, *Smithsonian* and *Biden's Briefing* podcast.
- Craft stories that enhance the center's and the university's international engagement that have become strong [institutional messages](#).
- Represent at national conferences
 - **Result:** Supported the National Science Foundation by creating a popular "Panda Selfie" booth at the USA Science and Engineering Festival 2016 in Washington, DC, attended by 350,000+ people
 - **Result:** Organize and present two America Association for the Advancement of Science symposiums
- Execute a comprehensive communication strategy for the 1,800-member International Network on Research in Coupled Human and Natural Systems Network (CHANS-Net), a \$500,000 NSF initiative.

University of Michigan, Ann Arbor (June 2008 – September 2010)

Michigan Energy Institute

Marketing and Communications Director

- Formulated and executed comprehensive strategy for the university's energy institute, which articulated, promoted and coordinated \$60 million in energy research among 100 faculty.
- Integrated energy into institutional messaging.
- Led development of institution-wide branding campaign linking research excellence with economic development.

Michigan State University, East Lansing (July 1993 – June 2008) Media

Communications, a division of University Relations

Senior Communications Manager for Science and Research (2002 - 2008)

- Led science communications for one of the nation's largest research universities with 45,000 students and 4,500 faculty.
- Developed and executed plans for long-term results-oriented projects.
 - Contracted with World Bank to develop and launch campaign positioning for grant to develop coffee in Burundi. **Result:** \$5 million grant.
 - Promoted an international development campaign project for USAID-funded Rwandan coffee project. **Result:** International visibility, strong university branding and selling 2+ tons of coffee – with \$0 marketing budget.

Science Writer (1993 – 2002)

- Interim director of the media communications office for six months.
- Led extensive campaigns, such as the 1994 World Cup games in Pontiac. Produced campaigns in five languages.

USA Today, Arlington, VA (1988)

Daily newspaper with a circulation of 2.3 million

Reporter

Lansing State Journal, Lansing, MI (1984 – 1993) Daily

newspaper with a circulation of 72,000 **Reporter/Editor**

EDUCATION:

Michigan State University, East Lansing,
Bachelor of Arts in Journalism

Wharton School, University of Pennsylvania, Philadelphia, PA

Completed Institute for Research in Higher Education Executive Education program

ScienceOnline communication conferences, Research Triangle Park, NC

Write Winning Grant Proposals seminar (2018)

TEACHING:

- **FW 891 Science Communication, Outreach and Engagement**
Co-developed and co-taught (Spring 2017)
- **Sharing Science – Writing and Communications Skills for the 21st Century**
Co-organized and co-taught, University of Wisconsin – Madison (2014)

AWARDS AND MEMBERSHIPS:

- American Association for the Advancement of Science – Elected Fellow (2019)
- Sigma Xi Scientific Research Honor Society – Elected member (2019)
- EurekAlert! AAAS National Advisory Board
- National Association of Science Writers
- National Alliance for Broader Impacts Network

- Council for the Advancement and Support of Education Silver Award – science writing
- National Headliner Award for feature writing
- MSU Special Recognition Award for Promoting International Understanding
- Associated Press and Gannett writing awards