



The Growth Solutions Group



Susan T. Gauff
Founder and CEO

Susan Gauff is founder and CEO of The Growth Solutions Group, a human capital consulting firm whose mission is to guide and execute sound, objective people processes that maximize results. The firm has developed and markets a unique Predictive Hiring™ process that uses objective evaluation tools to match employee strengths with job requirements. Ms. Gauff works closely with senior executive teams, coaching leaders to put strategy into action. Recent major projects include executive assessment and talent gap analysis, recruiting profile for a start-up sales organization and leadership development for a fast growing international pharmaceutical company. Ms. Gauff also counsels managers in objective selection processes and performance improvement programs for individual employees.

Previously, Ms. Gauff was Senior Vice President, People and Communications with Sarnoff Corporation. During her five year tenure there she was responsible for increasing Sarnoff's visibility and reputation as a high technology incubator for new ventures. This involved significant culture change and re-engineering programs as well as a focus on e-marketing techniques.

Previously Ms. Gauff was Vice President, Corporate Communications for Lexmark International where she led the communications activities surrounding the company's highly successful initial public offering. She was responsible for building Lexmark's investor relations, employee communications, corporate branding and public relations programs.

She has also been Senior Director, Market and Corporate Communications for Siemens Business Communications Systems leading a corporate culture change and re-engineering program that resulted in 250% profit improvement over three years. Her employee relations programs were credited with a major role in maintaining employee satisfaction at 89% during a 50% downsizing of the workforce. Other accomplishments included implementing one of the industry's earliest www sites to support business-to-business order generation and improve sales force productivity.

During her career, Ms. Gauff has held senior positions with Racal-Milgo, Franklin Computer and Mohawk Data Sciences. A graduate of Centenary College, she is the 1995 recipient of the Business Marketing Association's G.D. Crain Jr. Award presented annually by Advertising Age magazine for leadership in business-to-business marketing. She was the 29th honoree and the first woman to receive this award. Her other honors and accomplishments include the 1994 Silicon Valley Tribute to Women in Industry Award and listing in various Who's Who directories. Under her leadership, Sarnoff's Human Resources function was named the mid-sized company Delaware Valley HR Department of the Year for 2000. She serves on the board of NJ 300, the New Jersey Chamber of Commerce network for top executive women in the state and the board of trustees for Cherry Valley Country Club. She is also a member of the Rider University Business Advisory Board and the HR Section for the New Jersey Technology Council. Recently Ms. Gauff was named the human resources "Expert Contributor" to NJEntrepreneur.com, a business building resource for emerging and mid-sized businesses.