

Susie Frausto is a marketing professional with over 20+ years of experience within the consumer packaged goods and the automotive industries. She is currently the Vice President of Marketing and part of the Executive Management Team at the Boyd Group, which owns a portfolio of brands in the North American collision repair industry including Gerber Collision & Glass.

Susie previously held marketing leadership and brand management roles for Kellogg's, the Jel Sert Company and ConAgra Foods. Her early career included working for Leo Burnett Advertising Agency. She started with Kraft Foods as a Hotdogger, otherwise known as a goodwill ambassador, driving the Oscar Mayer Wienermobile..

Susie serves on the board of WIN, the Women's Industry Network, a nonprofit organization that promotes the advancement and retention of women in the Collision Repair Industry, where she is part of the Executive Committee. She has also served on the St. John Neumann Finance Committee since 2014. Susie has worked as a mentor and judge for the FIRST Lego League and Fox Valley Robotics since 2015.

Susie has a Bachelor's Degree in English and Journalism from the University of Wisconsin-Madison along with an MBA from the University of Notre Dame. Susie lives in Saint Charles with her husband Chris and two sons.