



# Media kit

AUTHOR & KEYNOTE SPEAKER ON  
BUSINESS STORYTELLING IN EMPLOYER BRANDING  
AND B2B MARKETING

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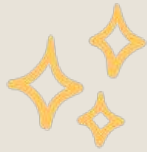
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2025

# When Should You Book SUSANNA



## **For Top Management & Business Leaders**

To clarify and strengthen your leadership narrative so that your people, customers, and investors instantly connect with your vision and direction. Susanna shows how to use storytelling as a leadership tool that inspires action and builds loyalty — not just within, but around your business.

## **For Decision Makers & Budget Owners**

See employer branding through a business lens. Susanna reframes employer branding as a strategic investment that impacts profitability, growth, and customer experience – not just recruitment KPIs.

## **For Marketing & Communications Leaders**

Align internal and external brand storytelling to speak with one powerful, consistent voice – across customer comms, social media, leadership content, and employer reputation. Susanna reveals how to break silos and build brand equity with every audience.

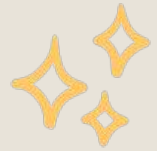
## **For HR & Talent Acquisition Teams**

Move from chasing talent to magnetising it. Susanna teaches how to build long-term employer appeal that reduces hiring costs, boosts retention, and makes your culture visible and credible – not just described in slides.

## **For Employer Branding & People Branding Pros**

Elevate your influence and earn executive buy-in. Susanna gives your team the language, structure and strategy to get leadership attention, budget and alignment – while staying true to the human side of branding.

# Speaking TOPICS



## ✦ **Business Storytelling for Competitive Advantage**

Why strategic storytelling is the most underused leadership tool in business today – and how to use it to clarify vision, connect with talent, and create culture.

## ✦ **The Magnetic Employer Branding Method™**

How to win the hearts and minds of the right people using storytelling and making them the hero of your employer brand story.

## ✦ **The Magnetic Leadership Effect**

What happens when leaders show up as storytellers? How to build trust, loyalty and relevance by speaking human.

## ✦ **How Modern Employer Branding is The New B2B Business Branding**

Forget vanity campaigns. Learn to lead a long-term branding process that makes your B2B business irresistible inside and out.

## ✦ **How to Get Executives to Buy into Employer Branding**

Tried-and-tested persuasion strategies that make executives listen, support and invest in employer branding.

# Booking SUSANNA

- **Available for** both Finnish and English – in-person or virtually – for keynotes, panels, coaching and company events, and also for webinars and podcasts.
- **Booking:** Request a custom quote for your event or coaching needs.
- **Contact:** [susanna@emine.fi](mailto:susanna@emine.fi) | [www.rantanensusanna.com](http://www.rantanensusanna.com)



# About SUSANNA

**Susanna Rantanen** is the world's leading expert in story-driven employer branding. She created the **Magnetic Employer Branding Method™** – a transformative framework that connects the dots between business strategy, leadership culture, customer promise, and employee experience.

Her method doesn't just attract and retain the right talent – it also strengthens the customer relationship and positions the business as a brand people want to work with and buy from.

With over 20 years of experience – in HR, talent acquisition, personal and employer branding, B2B and talent marketing, and communication, Susanna challenges audiences to see employer branding as modern business branding. The smartest companies don't treat it as a cosmetic HR tool – they use it strategically to lead, influence and grow.

In addition to consulting growth businesses on story-driven branding, she's also the author of the internationally available book "**Story-Driven Employer Branding: Matching Minds with Mission through Business Storytelling**", now on Amazon or [storydrivenemployerbranding.com](http://storydrivenemployerbranding.com).

## Seen In:

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