

Cengage Learning is pleased to announce the hiring of Susan Stout, the company's new College Store Marketing Manager.

In her new position, Susan's responsibilities include Cengage Learning's relationship with U.S. college stores, management of the Service Plus college store website (www.serviceplus.cengage.com) and customer loyalty program, as well as college store conventions and customer communications.

Susan has over twenty years of experience in sales and marketing management in the medical device industry. She brings with her significant skills in both the strategic and tactical aspects of marketing along with extensive experience working directly with customers.

Susan works out of Cengage Learning's Belmont, CA office and is currently relocating from San Diego. She is passionate about the value of Higher Education and is herself a lifelong learner.

Susan can be contacted at susan.stout@cengage.com or 650.637.7530. She is looking forward to meeting college store customers at the upcoming national and regional conferences.