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# Susan Sachatello

Senior Vice President, Direct to Consumer



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Common Purpose. Uncommon Commitment.



Susan Sachatello is senior vice president, direct to consumer for CUNA Mutual Group. In this role she is responsible for consumer products, channels and marketing.

Before joining CUNA Mutual Group in 2011, Sachatello was the chief marketing officer at Lands' End where she led creative, marketing, public relations and e-commerce. At Lands' End she developed a multi-year customer roadmap and utilized customer research and market analysis to guide the organization's long-term consumer strategy.

Prior to Lands' End, Sachatello held marketing leadership roles at Limited Brands. During this time, she worked with consumer brands such as Victoria's Secret, Bath and Body Works, Express, Limited Stores, Henri Bendel and White Barn Candle. She also held marketing leadership roles at DoubleClick and Timberland. Sachatello has a proven track record in leading consumer businesses, building consumer brands and developing and implementing innovative consumer marketing programs.

Sachatello graduated from the University of Richmond with a bachelor's degree in economics and English. She also holds a Master of Business Administration from the College of William and Mary.