



Sue Kisiday is the Founder of SmartWays Marketing Group and a strategic marketing advisor with over 25 years of experience helping small businesses, entrepreneurs, and franchise organizations grow.

She works with business owners who feel stuck, overwhelmed, or unsure what to focus on next—helping them turn marketing confusion into clarity, structure, and momentum through her SmartWays Roadmap™.

Sue is known for quickly identifying gaps, simplifying complex challenges, and creating clear, actionable plans that drive results—from increasing visibility and lead generation to building systems that support long-term growth.

Her clients gain more than a strategy—they gain direction, confidence, and the ability to move forward without second-guessing their next step.

She is also a leader in the Naples business community and co-leads the Micro Business Council at the Greater Naples Chamber, where she helps micro business owners build connections, improve visibility, and grow through practical, real-world strategies.

Sue’s approach is simple: clarity changes everything—and when you have a clear plan, you can move forward with confidence and momentum.

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