



Susan Cashion

Consultant

Building scalable sales strategies that drive predictable growth

Susan (Susie) is a Consultant with The Pharmacy Group (TPG). TPG provides consulting services to healthcare service and information technology companies to grow revenue and improve the financial performance of their products and services.

With more than 30 years of experience building and leading high-performing revenue organizations across healthcare and growth-stage industries, Susie specializes in defining go-to-market strategies, designing scalable sales infrastructure, and implementing disciplined sales processes that drive predictable revenue growth.

Susie spent 17 years in the healthcare industry designing and leading high-performing sales teams. Throughout her career, she has led transformation initiatives focused on improving sales performance, strengthening channel partnerships, and building sales organizations capable of sustaining long-term growth.

Today, Susie works with leadership teams to address complex revenue challenges, including underperforming sales teams, stalled growth, and market expansion initiatives. She helps organizations align strategy, structure, talent, and performance metrics to create repeatable sales processes and scalable revenue engines.

Susie holds a BA from California State University, Northridge, and she completed her executive education at Carnegie Mellon University's Tepper School of Business and Sorbonne University in Paris, France. Recognized as a strategic thinker and problem solver, she is often called “the voice of reason” by clients who rely on her insights to navigate complex sales challenges and unlock new growth opportunities.

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