



Professor Dr. L. Suzanne Suggs, Ph.D., is an Associate Professor of Social Marketing and Head of the BeCHANGE Research Group in the Institute of Public Communication, Faculty of Communication Sciences, Università della Svizzera italiana (USI), in Lugano Switzerland. She is also a Visiting Reader in the Institute for Global Health Innovation at Imperial College London and a Fellow in the Swiss School of Public Health+. Her research focuses on health behavior change, social marketing, and health communication, mainly addressing lifestyle behaviors.