

Sue Fox

Founder, Etiquette Survival | Author | Etiquette Educator & Mentor

Sue Fox is an internationally recognized etiquette educator, author, and longtime advocate for helping people build confidence, strengthen relationships, and succeed in both their personal and professional lives.

A pioneer in the etiquette consulting industry, Sue founded Etiquette Survival more than 26 years ago. Throughout her career, she has worked with business professionals, corporations, schools, colleges, and individuals, providing practical etiquette education and resources designed to help people navigate everyday situations with confidence and respect.

Sue believes that etiquette is about much more than knowing which fork to use or following a set of rules. At its heart, etiquette is about kindness, consideration, effective communication, and helping others feel valued. Her approach is modern, welcoming, and grounded in real-world experiences.

Before establishing Etiquette Survival, Sue spent ten years at Apple, Inc., working in sales, marketing, and event planning. Her diverse professional background also includes image consulting, makeup artistry, and 20 years of fashion modeling for television and print.

Sue is the author of three internationally published books: *Modern Etiquette For Dummies*, *Business Etiquette For Dummies*, and *Wedding Etiquette For Dummies*. She also contributed to *Thriving in the Workplace All-in-One For Dummies*, published by Wiley.

Her expertise has been featured in numerous national and international publications, including *Vogue*, *Real Simple*, *Fortune*, *Newsweek*, *People*, *The New York Times*, *The Wall Street Journal*, and *The Los Angeles Times*, as well as television and radio programs across the country.

Through extensive international travel and educational work in Asia and other regions, Sue has developed a deep appreciation for cultural differences and the universal importance of respect and understanding.

Today, Sue continues to develop educational programs and mentor etiquette professionals through Etiquette Survival. She is particularly passionate about helping the next generation develop the confidence, communication skills, and professional presence needed to recognize opportunities and pursue their goals.