

Susan Dunlop

Senior Consultant



Susan Dunlop has enjoyed working in the museum sector for over twenty years. She has been affiliated with Lord Cultural Resources since 1984, both as an associate and staff member. Her experience includes financial, management and marketing studies and she is a specialist in the operation of revenue generation units within cultural institutions. Her expertise includes all aspects of retail operation including planning, fit-up, merchandising, efficient use of space, inventory control, staff training, management and marketing.

Susan was retail manager of the three institutions of the Canada Science and Technology Museum Corporation in Ottawa and their satellite shops. She planned the gift shop for the Governor General's Visitor Centre at Rideau Hall, Ottawa. Other retail projects of note include: the New Art Gallery Walsall in England, the Currency Museum of the Bank of Canada, Canadian Museum of Nature, the Sterling and Francine Clark Art Institute, Massachusetts, the Museum of Anthropology in British Columbia and the Parliament Hill Boutique in Ottawa.

She has assisted numerous museums to improve the effectiveness of their operations, which in many cases has included a five year business plan. She has completed cultural management projects, which include facilitation of stakeholder and community consultation, needs assessment, program planning, implementation and marketing. Recent projects include the Marketing Strategy for the Municipality of Bayham, Ontario, Strategic Business Plan for the Inuit Art Foundation, Implementation Plan for the Financial Museum & Art Centre in Kuala Lumpur, National Aboriginal Art Gallery, Feasibility Study, Vancouver and the Arts Court Cultural Complex, Ottawa, Facility Needs and Business Plan. She has served as project manager for many studies, including: Ottawa Arts Court Foundation, The Ottawa Art Gallery, African American Cultural Facility in Pittsburgh, Pennsylvania, and McCord Museum, Montreal. She was also co-coordinator for the Knoxville Feasibility Study for tourism development of the African American stories within this Tennessee community.

Susan has also been very involved with First Nations studies within North America. She has recently been involved in studies for the American Indian Cultural Centre, Oklahoma, National Aboriginal Art Gallery, Carcross Tagish First Nation and the Champagne and Aishihik First Nations in Yukon Territory. She has also completed studies in Canada's newest territory, Nunavut. Feasibility studies were conducted for a Visitor Centre for the Kivalliq region, Nunavut Heritage Centre and a Capital Financing Plan for the Heritage Centre. She has previously been directly involved with two African projects: Constitution Hill, Johannesburg and Namibian Tourism Study.

A keen understanding of the needs of heritage institutions in both small communities and larger municipalities has helped Susan to develop a reputation for working with clients through the entire planning process so that their vision and aspirations become a reality. She has a close affinity with the arts and craft community, having worked in the field with organizations such as the Ontario Potters Association and British Columbia Museums Association.