



Susanna Sung, LCSW-C

Program Director - Psychotherapist – Trainer/Instructor/Speaker

- ⦿ Experienced consultant and collaborator who believes in continual growth of people and programs using metrics, feedback, and mentoring. Consulting areas: wellness, mental health, social work, marketing, program and evaluation development, testing and education curriculum, processes, and procedures.
- ⦿ Dynamic strategic leader who has created and managed patient recruitment, community engagement, and educational programs by building authentic relationships with patient communities and advocacy groups, strategic communication campaigns, and leveraging relationships and political landscapes
- ⦿ Creative and compassionate advocate who has created programs to identify and reduce barriers to accessing mental health research opportunities and to impact mental health inequities in research
- ⦿ Subject matter expert in mental illnesses, substance use disorders, and social work

Core Competencies

- Program Development & Execution • Research & Analysis • Problem Identifier & Solver • Writing & Editing
 - Patient Recruitment • Traditional & Social Media • Internal & External Communications • Supervision
 - Stakeholder Engagement • Public Speaking & Training • Community Outreach & Engagement
- Crisis Management • Strategic Vision & Leadership • Policy Writing & Execution • Psychotherapy • Mentoring

Professional Experience

Psychotherapist, Consultant, Founder (private practice), *Thrive Fully LLC* 2025-Present, Columbia, MD
Provide outpatient individual and group therapy to adults in Maryland, Florida, and South Carolina. Provide crisis support to organizations and employees affected by a disruptive workplace event and to foreign bureau correspondents. Provide program development, evaluation development, and political campaign management consultation. Provide comprehensive marketing campaigns and materials development including copy writing, graphic design, advertising, social media, and outreach campaigns, and web development.

Public Speaker, Instructor & Trainer, *Thrive Fully LLC* 2016 – Present, Nationwide
National speaker: from one-hour to full-day. Keynote speaker at both inaugural and second national Mental Health Marketing Conference and NASW-DC. Provide social work, mental health, wellness, marketing, ethics, and patient recruitment trainings and continuing education workshops at University of Maryland, Baltimore, NASW chapters, Public Responsibility in Medicine and Research, American University, University of Pennsylvania, national conferences, local governments, school systems, and others. Create curriculum and teach licensed professionals.

Exam Development Consultant, *Association of Social Work Boards* 2001- Present; Culpeper, VA
Develop test questions for national licensing board exams for social work profession in the U.S. and Canada. Serve as subject matter expert to review and revise test questions and test forms to ensure criticality, currency of practice, and legal defensibility. Selected to serve as Item Development Consultant to develop and train item writers. Provide consultation for media relations, public relations, and crisis communication management.



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Director, Marketing & Community Relations & Associate Investigator

National Institute of Mental Health 2000-April 2025, Bethesda, Maryland

Conducted research as an Associate Investigator. Created, led, and managed patient recruitment and outreach program to include needs assessment, identifying stakeholders, planning, budgeting, materials development (messaging/copywriting, print, outdoor, and social/digital ads, brochures, direct mail, videos, podcasts, etc.), media pitches, community engagement, implementation, and post-launch evaluation. Analyze and evaluate effectiveness of recruitment operations for over 120 clinical protocols.

Select Accomplishments:

- Mental health marketing and research recruitment thought leader: developed a marketing and community relations model replicated by others and served as best practices consultant. Developed engagement model to continuously adapt to new technologies and trends using innovative thinking, educated calculated risks, and proactive monitoring and adjustment.
- Collaborated and created consensus with multiple cross-functional departments to create new programs including addressing health disparities by identifying and solving barriers for underserved communities, mental health warm-line, wellness programming, animated graphic videos, etc.
- Evaluate operational processes for efficiencies, providing solutions to increase effectiveness and value, including: Identified problems and created solutions for procurement processes, patient travel regulations, IRB review processes, government regulations credentialing, onboarding, professional development and training, hospital administration, web migration and usability, and others
- Created Standard Operating Procedures/workflows to operationalize/implement programs and functions
- Developed and led clinical trainings, professional development workshops, and educational programming for internal and external stakeholders
- Liaison for Congressional data calls and visits
- Selected to work on various diversity and inclusion initiatives within NIMH
- Reviewed, rated, and awarded proposals for grant funding; managed vendor contracts
- Developed wellness programming for National Institute of Health community

Private Practice, Psychiatric Specialty Center

September 2001-October 2003, Bethesda, MD

- Provided outpatient individual and couples therapy for adults and adolescents

Clinical Social Worker II, University of Maryland

March 1999-February 2000, Baltimore, MD

- Provided outpatient individual, group and family therapy to adults with dual diagnoses and medical complications
- Created and implemented treatment protocols for specialty populations for use clinic-wide
- Taught course on opioid replacement therapy to medical students
- Advised and assisted staff transition to JCAHO & CARF standardization
- Created individual treatment plans and discharge summaries
- Performed case management and referral counseling, psychodiagnostics evaluations, and crisis intervention



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Clinical Social Worker, National Institute on Drug Abuse August 1997-March 1999, Baltimore, MD

- Provided outpatient individual and group therapy as per clinical trials treatment research manuals for adults with substance use disorders
- Provided psychodiagnostics evaluations, crisis intervention, referral counseling, case management (inpatient and outpatient), pre- and post-HIV test counseling
- Managed and screened applicants for outpatient treatment research studies
- Administered psychological and research assessment instruments and scored test batteries
- Assisted in development and revisions of policy, training and procedure materials
- Reviewed and revised protocols prior to IRB review
- Presented to and participated in multi-disciplinary teams
- Collected, managed and coordinated research data
- Assisted in training and supervising psychological technicians, and employment screening

Team Psychotherapist I, Villa Maria Residential Treatment Center May 1998-August 1998, Timonium, MD

- Provided individual, family and group therapy to children with significant emotional, behavioral, and learning challenges, and their families in residential treatment center
- Developed individual treatment plans, wrote discharge summaries, provided crisis intervention

Primary Therapist Intern, University of Pennsylvania September 1996-May 1997, Philadelphia, PA

- Provided outpatient therapy for adults with substance use disorders as per clinical trials research protocols
- Conducted family therapy
- Performed psychosocial assessments and mental status examinations
- Administered standardized diagnostic tests (Structured Clinical Interview for DSM-IV)
- Conducted case management and referral counseling
- Presented to and participated in multi-disciplinary teams
- Trained in manual-based cognitive-behavioral and twelve-step theories
- Screened applicants for treatment protocol appropriateness
- Reviewed and rated therapists' sessions to monitor compliance to research protocols
- Analyzed and interpreted data for publication

Staff Therapist, Drenk Mental Health Center September 1995-August 1996, Mt. Holly, NJ

- Conducted crisis intervention in shelter for adolescents with emotional and behavioral difficulties
- Utilized structural family theory in individual and family counseling
- Placed adolescents temporarily out-of-home
- Performed intensive case management and discharge planning
- Presented clients' cases and made recommendations in family court
- Designed and conducted training sessions for "foster homes"
- Presented to and participated in multi-disciplinary team
- Co-facilitated recreational group therapy (children with ADHD and trauma)



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Leadership Experience & Professional Activities

Mentor

August 2025 - Present

*Penn SP2 Mentor Collective, University of Pennsylvania
Syracuse University*

National Center for Interstate Compacts, The Council of State Governments

2021-2023, DC

Appointed to Social Work Compact Technical Assistance Group to work on portability for licensed social workers. Identified current challenges and potential solutions to develop an interstate compact that has passed in 31 state legislatures to date with additional states pending.

LGBTQIA+ Advisory Group Member, Howard County Public School System

Jan 2023 - Present

Howard County Mental Health Authority, Columbia, MD

Board of Directors, Vice President

November 2011-January 2012

General Member

October 2009-January 2012

·Developed corporate policies and program plans, reviewed management and program activities and results, reviewed and approved budgets and financial reports, authorized grants and contracts, and nominated prospective Board members for the body responsible for assuring and coordinating mental health care for county residents

Disaster Recovery Volunteer, Maryland Professional Volunteer Corp,

2005-Present, Baltimore, MD

·Assist with disaster and emergency recovery during a declared emergency situation primarily providing social work services if/when appropriate

Item Writer, Association of Social Work Boards

July 2001-September 2002, Culpeper, VA

·Developed test questions for national licensing board exams for social work profession in the U.S. and Canada

Mental Health/Substance Abuse Liaison

1998-1999, Baltimore, MD

Health Advisory Board; Kennedy Krieger Institute Early Head Start Program

·Provided program with current mental health and substance abuse issues and resources

Select Presentations & Publications

Workshop

Wellfed Navigating Your Next Move, Prince George's Community College

September 13, 2025

Mental Health Expert

Wellfed Mental Health Mondays

September, October 2025



Susanna Sung, LCSW-C

Panelist

American University Kogod School Govt to Entrepreneur

July 1, 2025

Trainer

Prince George's County Public School System

January 2024

Presenter

Public Responsibility in Medicine and Research Annual Conference

December 2023

Course Instructor

University of Maryland, School of Social Work

2017-Present

Course Instructor

Howard County Department of Health

May 2019

Course Instructor

NASW, Maryland Annual Conference

September 2018

Keynote Speaker

Mental Health Marketing Conference

July 2018, July 2017, March 2016

Keynote Speaker

Washington DC NASW Annual Conference

March 2017

Public Health Careers in the Government, Panelist

University of Pennsylvania

March 19, 2010

New Media & Patient Recruitment, Presenter

National Institutes of Health

November 9, 2009

Poster: Improving Recruitment in Clinical Trials: Why Eligible Participants Decline November 15, 2009

Brintnall-Karabelas, J., Cadman, M.E., Sung, S., Squires, C., et al.

Public Responsibility in Medicine & Research: Advancing Ethical Research Conference

Brintnall-Karabelas J, Sung S, Cadman M, Squires C, Whorton K, Pao M (2011) Improving Recruitment in Clinical Trials: Why Eligible Participants Decline. *Journal of Empirical Research on Human Research Ethics*, 6: 69–74.

Mahoney, M, Farmer, C, Sinclair, S, Sung, S, Dehaut, K, Chung, J (2020-04) Utilization of the DSM-5 Self-Rated Level 1 Cross-Cutting Symptom Measure-Adult to Screen Healthy Volunteers for Research Studies. *Psychiatry Research*, 286: 112822



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New England Science Symposium Poster Abstract January 2020

Title: Who Participates in Research Funded by the National Institute of Mental Health? Examining Race and Ethnicity to Inform Interventions to Increase the Diversity of NIMH Intramural Studies

Charles, A; Sung, S; Chung, J.

Education

Certificate: AI and Career Development – *University of Maryland*

Certificate: AI Essentials– *Saïd Business School, University of Oxford*

Certificate: Mental Health & Wellness in the Workplace – *University of South Florida*

Master of Social Work – *University of Pennsylvania*

Bachelor of Arts in psychology & magazine journalism– *Syracuse University*

College Park, MD

Oxford, England

Tampa, FL

Philadelphia, PA

Syracuse, NY