

Sue Springsteen

Experienced business incubator and entrepreneur focused on products that save lives, save money, and preserve natural resources. Susan's market metrics focus, vertically integrated business knowledge, and ability to build teams of business segment experts, enables her to shepherd innovative products and businesses from prototype to profitable market adoption.

As the co-founder and managing partner at nth Solutions for over 10 years, Susan specialized in managing Concept to Revenue projects. Whether the project is in-house or client based, Susan oversaw multiple business operations to provide the most efficient path to market and sustainable growth.

As the President of H2O Connected, an nth Solutions incubated company, Susan and her team are growing its market penetration of its line of leak detection and damage prevention products; the patented LeakAlertor 6000, wireless LeakAlertor Pro, and LeakAlertor SmartStop.

Susan spent over 25 years as a Financial Adviser, building wealth management practices at 4 different financial institutions. Susan brings her experience in wealth management, corporate finance, and business analytics to the product development and business incubation process.

Susan enjoys educating people about the complex components of product and business development in easy-to-understand terminology - a capability honed through providing the daily business and stock market reports for KYWNewsradio 1060 for over a decade.