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Peter A. Glaser, Ph.D., and Susan R. Glaser, Ph.D., received their doctorates in communication from Pennsylvania State University. Authors of the internationally acclaimed book, *Be Quiet, Be Heard: The Paradox of Persuasion*, they have been married business partners and co-presenters for their entire career. Drs. Glaser have published three books and more than 40 research articles. They have worked extensively for decades with hospitals, health care systems, public health departments, insurance companies, pharmaceuticals, and health care associations throughout the U.S. and internationally. They presented the keynote address to 2,500 attendees of the Healthcare Compliance Association of America's annual conference in Washington, D.C. They have also served as communication consultants with the Studer Group. Their research on transforming organizational culture has received the International Association of Business Communication Research Foundation Award for bridging communication theory and practice. They have also received the Pennsylvania State University Outstanding Alumni Award. Feature stories have been written about them in *Business Week*, *Newsday*, *Nation's Business*, *National Business Review*, *Working Woman*, *Success Magazine*, and the *Washington Post*. The Glasers have served as members of the University of Oregon faculty as well as global consultants working with leaders from Fortune 500 companies such as Facebook, Microsoft, Hewlett Packard, Weyerhaeuser, Tektronix, Hyundai, and Sony Corporation. They have worked with leaders and companies throughout the U.K., Canada, India, Sri Lanka, Singapore, Malaysia, Indonesia, Philippines, Thailand, Hong Kong, Australia, and New Zealand. They also have worked with federal, state, and local government leaders—including their ongoing work with the U.S. Congress.