

**Susanna E. Gotsch**  
**Director, Industry Analyst**  
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Susanna Gotsch is Director, Industry Analyst at CCC Information Services Inc. She has been with CCC since July of 1992. Susanna brings twenty-plus years of experience within the automotive claims industry as Director, Industry Analyst.

She has authored *The Crash Course*, CCC's annual publication on trends impacting collision repair and total loss costs since 1995. This publication has become a key resource for the industry in understanding how broader trends within the economy, new and used vehicle market places, and collision industry are impacting auto claim frequency and costs. Ms. Gotsch also consults with the on-going development of CCC's industry-leading data warehouse and reporting products.

Ms. Gotsch has presented her research at numerous industry meetings and symposium. In 2011, Ms. Gotsch was awarded the annual industry honorarium *Most Influential Women in the Collision Repair Industry* established by AkzoNobel Automotive & Aerospace Coatings America (A&AC). She also served on the Board for the Women's Industry Network (WIN®) from 2011-2017.

