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**"Flip A House" Seminar - Learn to Buy & Sell Houses for Fast Profit. In Southern Florida 6/12-6/17.**



## Shannon Watts

Founder at Moms Demand Action for Gun Sense in America

Indianapolis, Indiana Area | Public Relations and Communications

Previous Fleishman-Hillard, VoxPop Public Relations, WellPoint

Education University of Missouri-Columbia

Send InMail

**365**  
connections

[www.linkedin.com/in/shannontroughton/](http://www.linkedin.com/in/shannontroughton/)

### Background

#### Summary

Founder of Moms Demand Action for Gun Sense in America, a national organization dedicated to creating action on common-sense gun laws at the state and federal levels. Serve as freelance senior counselor on public relations and public affairs projects. President of VoxPop Public Relations, a public relations agency focused on enhancing the value and reputation of individuals, companies and organizations. Formerly led communications for the country's largest health insurance, medical device and agricultural companies. Expertise in publicity, marketing, crisis management and investor relations.

Specialties: Grassroots advocacy, public relations, executive support, public affairs, new media, and issues and crisis management. Experience spanning corporate, agency and government environments.

#### Experience

##### Founder

Moms Demand Action for Gun Sense in America

December 2012 – Present (7 months) | Indianapolis, Indiana Area

A non-profit organization leveraging the power of American moms to demand action by the White House, Congress and state legislatures to strengthen and create new gun regulations.

##### Freelance Senior Consultant/Counselor

Fleishman-Hillard

November 2010 – June 2012 (1 year 8 months)

Freelance consultant/counselor for clients of Fleishman-Hillard.



##### President

VoxPop Public Relations

December 2008 – June 2012 (3 years 7 months)

VoxPop Public Relations is a strategic public relations agency that helps individuals, companies and organizations accelerate their growth, profitability, reputation and market presence through media relations, product launches, new media, events and promotions, messaging and media training, and issues management.

##### Vice President, Corporate Communications

WellPoint

December 2005 – December 2008 (3 years 1 month)

Led communications team for the country's largest health benefits company and provided





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1 honor or award

## People You May Know



**Michael Rainwater** 2<sup>nd</sup>  
Tactics and Firearms Instructor  
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n healthcare (medical diagnostics and devices)  
mpany

## Affairs



upport for Fortune 500 life sciences and agricultural

company.

## Vice President, Corporate and Public Affairs

Fleishman-Hillard

1998 – 2001 (3 years)

Directed seven-member team that identified and managed issues and crises for clients, including Monsanto Company, BP Amoco, Bayer Corporation, Firestone, McDonald's, Applebee's, Purdue Pharma, Osco, BASF, and Hallmark, Inc.

## Public Affairs Officer

Missouri State Government

1993 – 1998 (5 years) | Jefferson City, Missouri

Worked for Governor Mel Carnahan, the Missouri House of Representatives, and the Missouri Department of Economic Development.

## Volunteer Experience &amp; Causes

## Executive Board Member

Indianapolis affiliate of Susan G Komen for the Cure

January 2010 – November 2010 (11 months) | Health

Executive Board member

## Honors &amp; Awards

## PR Week's 40 under 40

PR Week

January 2008

"40 Under 40"

## Skills &amp; Expertise

Most endorsed for...

10 Media Relations



9 Corporate Communications



6 Public Relations



**Rob Sloyer** 2<sup>nd</sup>  
Owner at Tacticalyellowvisor.net  
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## People Also Viewed



## John Watts Jr.

Senior Leader in Health Insurance Industry and Executive Coach



## Kristin Binns

Vice President, Public Relations at WellPoint



## Sara Smirin

Chief Operating Officer at Moms Demand Action for Gun Sense in America



## Kimberly Brummer Samek

Managing Director - Moms Demand Action for Gun Sense in America



## Jayson Troughton

Pursuing Interests Outside of GIS Industry



## Jennifer Fiore

VP, Public Affairs at Moms Demand Action for Gun Sense in America



## Kim Parker Russell

National Director of Communications, Moms Demand Action for Gun Sense in America



## Brian Sassi

Insurance Executive



## Cheryl Monkhouse

Director of Accounts at Dodge Communications







## Cindy Wakefield

Regional Director, Public Relations

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Crisis Management

Public Affairs



Michael Rainwater

2<sup>nd</sup>

Tactics and Firearms Instructor

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Relationships

Thought Leadership

Strategic Communications

Education


University of Missouri-Columbia

1989 – 1993

Organizations


Arthur Page

Groups




Association of State...

Join




Club Ex-Monsanto

Join




Corporate Communi...

Join




Crisis Communication

Join




FleishmanHillard Em...

Join



GE Communications...

Join




GE Healthcare Alumni

Join

See 19 more


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Public Relations

199,167 followers


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Public Relations and Communications

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Moms Demand Actio...

Nonprofit Organization Management

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Tactics and Firearms Instructor

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