Advanced

"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

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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.



WELLPOINT

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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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 & Causes

Executive Board Member

Indianapolis affiliate of Susan G Komen for the Cure January 2010 – November 2010 (11 months) | Health

Executive Board member

Honors & Awards

PR Week's 40 under 40

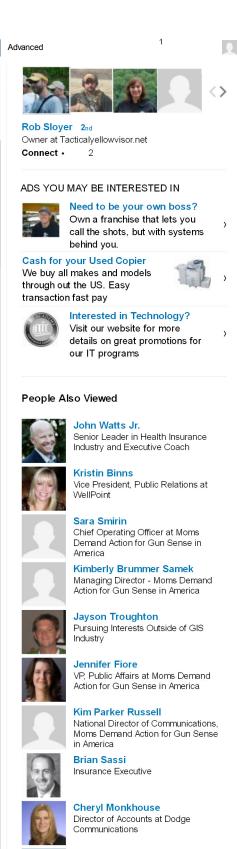
PR Week January 2008

"40 Under 40"

Skills & Expertise

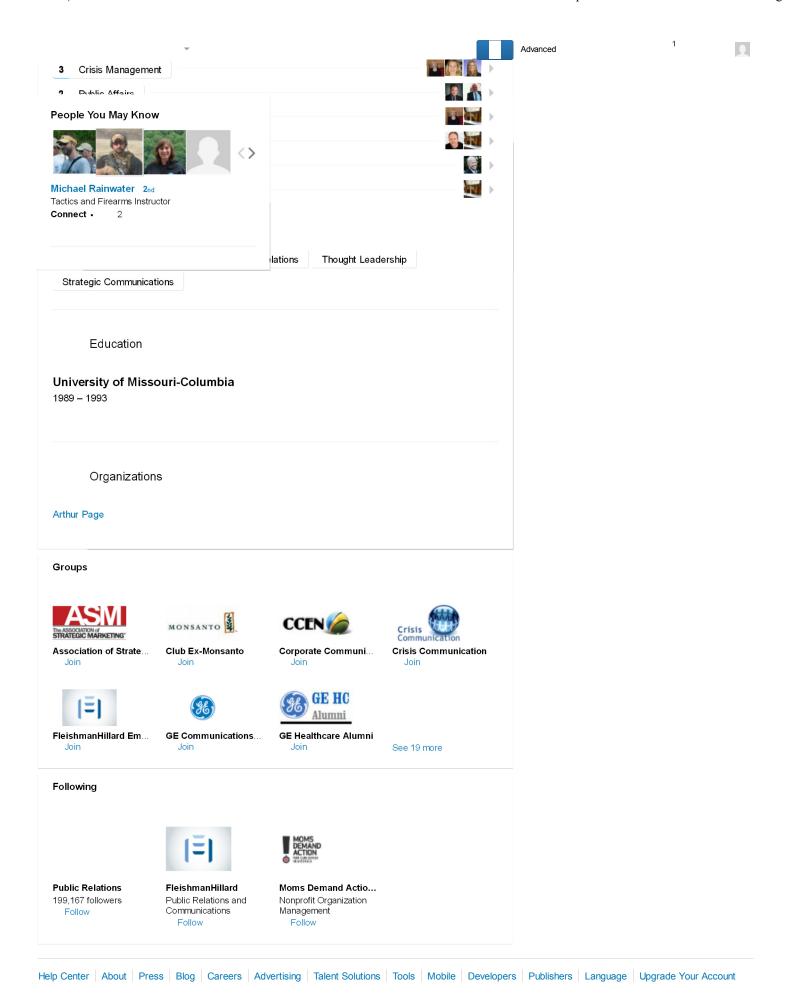
Most endorsed for...





Cindy Wakefield

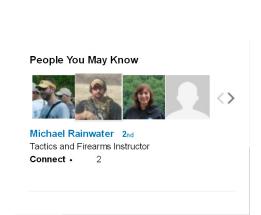
Regional Director, Public Relations



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