

Professional Bio

A dynamic leader who creates results through strong communication, organizational and professional abilities. With more than 25 years of progressively responsible positions with corporate and start up teams, Shackerley-Bennett applies practical knowledge and leadership to manage risk and solve complex challenges. This seasoned marketing & communications professional knows how to maximize business development opportunities and optimize organizations while providing direction to executives and their teams.

“Shannon is a very confident individual who is especially effective in roles where she can guide discussions that drive action and allow her to share her expertise.”

- Nataly M, Senior Manager, Customer Strategy, BC Hydro

Recent Engagements Leveraging Previous Work Experience

North Star Hotel Development, Chief Executive Officer (January 2019 – Present)

Providing strategic direction to two executives and their teams responsible for capital raise, acquisition, and value add or entitlement improvements for hotels and multifamily projects. Licensed California Real Estate Sales Agent with strong trade, industry, and business relationships that support successful business endeavors.

“You were an integral part of our success!”

- Meaghan C., Principal, Fernweh Partners

Knowhere Holdings, Chief Operating Officer (May 2017 –Jan 2019)

Managing Member of this LLC responsible for the strategic direction and daily operation of the company overseeing commercial holdings valued over \$90M with over a million sq feet of build out potential.

“I was an early Investor to the project and Knowhere Holdings provided with a great return.”

- Alex C.

Elevations Construction Management, Business Development Manager (Apr 2015–May 2016)

Contractor responsible for strategic business planning and increasing business development opportunities for construction management services nationwide. Established relationships with industry leaders and Franchise Directors of Development for top US and International hotel brands.

“Extremely engaging and instantaneously prepared to take on a white board to generate visible goals and reflections on past and current directives.”

- Jennifer F, President, Elevations

Differentiators

Most Recent Speaking Engagement – Sept 2020 National Association of Black Hotel Owners, Operators, and Developers (NABHOOD)– “Building a Successful Development Team”

California Hotel & Lodging Association (CHLA) – regularly attends industry events and participates in Legislative Action Summits to learn about issues of importance to the hotel industry. Speaker delivering “5 Steps to a High Performing Development Team” at the 2019 NorCal and SoCal Hotel & Lodging conferences.

Silicon Valley Concierge Association – sponsor who actively supports monthly events.

Hospitality Conferences Attended 2018/2019/2020 – ALIS, HD Expo, AAHOA, CLIC + many more

Recognized and Honored – at the Bisnow 2019 Bay Area Power Women event as one of 30 “dynamic women in commercial real estate for their outstanding achievements in the office, their industry, and our communities.”

Eligible for employment within North America, and willing to travel

Connect via LinkedIn to read published articles and view full education, professional, and volunteer background.

“I value integrity, service, and professionalism and strive to meet expectations by using my experience and expertise.”

-Shannon Shackerley-Bennett