

# SHANNON REED

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## PROFESSIONAL SUMMARY

### VISION – LEADERSHIP- STRATEGY

**My professional experience is rooted in my deep commitment to equity, economic development and systems change.** Purpose driven advocate with experience in finance, philanthropy, business and community, building relationships through extensive volunteer and mentorship positions. Intensely analytical and detail oriented systems thinker. Consistently recognized locally and nationally as having exceptional leadership capacity, vision, integrity and dedication to excellence.

### AREAS OF EXPERTISE

Equity & Diversity

Leadership

Systems Change

Public Private Partnerships

Strategic Planning

Board Development

Transformational Speaking

Economic Development

Grantmaking/ Impact Investing

Project Management

Fiscal Analysis

Mentorship

## PROFESSIONAL EXPERIENCE

**UNITED WAY OF GREATER MILWAUKEE & WAUKESHA COUNTY – MILWAUKEE, WI**

2017 – Current

### **DIRECTOR, INNOVATIVE STRATEGIES FOR BOYS & MEN OF COLOR**

Primary Leadership Role: Leading the Boys & Men of Color (BMOC) Portfolio supporting work to shift the culture, visioning and financial impact in the four county region to expand the work in Education, Financial Stability, Health and Mentoring systems.

#### Achievements:

- Designed and Coordinated, Action Mentoring through United Way with Diversity Leadership Council (DLC) to assist 20 youth through Community Schools to receive support from mentors for youth 9<sup>th</sup>- 12<sup>th</sup> grade
- Designed and Led 3<sup>rd</sup> Annual Success Starts Here! Seminar a one day event for males to create a resume, build a network, make employer connections and curate a social media brand.
- **Designed Asset Mapping focused group:** Research Fridays. Sessions are now held in a dedicated Research Hub in collaboration with other local philanthropy organizations
- **Sponsored:** Youth Justice Milwaukee Summit for funders to discuss how the philanthropic community will invest in critical issues around the juvenile justice system.
  - MPS- Passport to Adulthood is a project that helps high school students Wisconsin Identification card, Social Security cards along with Birth Certificates to help aid in students prepare for job seeking, driver license prep and scholarship attainment
  - Annual Boys & Men of Color week which brings all sectors together to discuss issues and such as:
    - Workforce, Driver's License recovery, Expungement, Health issues, Child support, Job Training and Education
- Speaker for Milwaukee Area Labor Council for the African American Community Summit on bridging jobs and innovative programs for the young men in the community.

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**UNITED WAY OF GREATER MILWAUKEE & WAUKESHA COUNTY - MILWAUKEE, WI**

2012-2017

**PORTFOLIO MANAGER: INCOME**

Primary Leadership Role: Managed \$4.1 Million annual grant making supporting financial stability strategies.

- Developed and conducted oversight along with reviewed collective outcomes and indicators in conjunction with Ancillary Board and Board of Directors. Issue Areas:

**Emergency Shelter:** Provides basic needs: food, shelter, clothing, and hygiene items in emergency situations

**Financial Literacy:** Provides quality training, education, and resources to raise people's knowledge and awareness about money, money management, and credit scores for the purpose of eliminating financial stress amongst low-income families.

**Housing and Home Ownership:** Designed to connect low-income working families with the resources to secure affordable housing.

**Legal Aid:** Provides free to moderately priced legal services for low-income residents to achieve fairness and justice through legal advocacy, outreach and citizens by providing effective court intervention, treatment and/or monitoring for low-income individuals

**Reducing Barriers to Employment:** Empowers individuals to become contributing members of the work force by creating new jobs that provide family-sustaining income

**Veterans Issues:** Responds to existing and emerging needs facing veterans and to provide assistance with financial, social, or health stressors

**Volunteering:** Influence, encourage and retain volunteers to support community investments and nonprofits.

**Achievements:**

- *Siemer Institute for Financial Stability-* secured \$600,000 to help families achieve financial and housing stability so their children can remain in the same school, giving them the best chance of academic success. The program administrators target neighborhoods and schools with high student mobility rates. It creates long-lasting change by addressing and resolving the issues that push families to the brink of homelessness.
- Coordinated, as Lead for Project Homeless Connect- Annual event for individuals and families who are homeless or who are experiencing homelessness to receive a myriad of resources in order to obtain the goal of permanent housing and sustainability. *2015 goal was to meet 200 individuals and families who were homeless and it goal was surpassed and to 500.*
- FINRA Foundation Grant \$150,000 bridge financial tools and GED courses for two local programs
- **Coordinated and Designed:** University Wisconsin Milwaukee- Black Male Summit "Saving Black Boys" Two day event to help middle and High school youth learn best practices on their heritage along with navigating the life skills for a black male
- Speaker for the YMCA Black Teen Achievers programs is an academic achievement/career development initiative for high school youth and teens of color.

<https://www.ycamke.org/programs/black-achievers/>

- 2016 Panelist discussion on Homelessness in Vancouver, CA for United Way Worldwide

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### **SOCIAL DEVELOPMENT COMMISSION, Milwaukee, WI**

2006 – 2012

#### **INTERNAL AUDITOR**

**Conducted audits and monitored programs.** Specifically, administration to assess effectiveness of controls, accuracy of financial records and efficiency of operations. Assess compliance issues and make recommendations for improvement.

- ***Interim Internal Audit Director for 8/08-2/09***
- Conducts financial, operational, regulatory compliance and/or information technology audits to assess the effectiveness of controls, accuracy of financial records and efficiency and effectiveness of operations.
- Organized and facilitated three community Board elections to elect to the Board in (6) districts
- Facilitated Annual Board Meeting
- Composed and organized data regarding compliance issues
- Assure Agency is in compliance with all applicable local, state and federal laws by performing contract compliance, accounts payable, expense reports, human resources, and allowable cost reviews. (Both internal and external).
- Assisted and maintained excellent rapport with Board of Directors, Department managers and community partners

#### **Achievements:**

- 2011 (IIA) Institute of Internal Auditors Department Award

### **JP MORGAN CHASE Milwaukee, WI**

1999 – 2006

#### **COMPLIANCE ANALYST**

**Conducted presentations on Licensing Account executives.** Specifically, administration to assess effectiveness of controls, accuracy of financial records and efficiency of operations. Assess compliance issues and make recommendations for improvement.

- Traveled and delivered presentations to Account Executives on key licensing of Life/Health, Property & Casualty, Series 6, 7, 63 and Variable Life
- Managed three Regions for Licensing Relationship Bankers

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## **PROFESSIONAL ORGANIZATIONS AND AFFILIATIONS**

*United Way Diversity & Inclusion Board*  
*Milwaukee Workforce Funding Alliance Board- Treasurer*  
*Black Male Achievement Advisory Council- Board member*  
*Continuum of Care Homelessness Executive- Board member*  
*YMCA Adult Achiever Alumni Board Member*  
*Masters Series for Distinguished Leaders member*  
*Flamboyant Foundation Fellow*  
*UWM Black Male Advisory Board member*

## **EDUCATION**

**Masters of Science of Management-Systems of Management**

CARDINAL STRITCH UNIVERSITY- MILWAUKEE - Milwaukee, WI

**Bachelor of Management of Information Systems w/ minor in Business**

Upper Iowa University- Milwaukee, WI