

Creative/Analytical
Problem Solver
Proven Leader
Team Player
Confident Change Agent

Shannon M. Burns MBA, Ed.D

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SUMMARY

Transferable Skills

Thirty-five years proven leadership

PROFESSIONAL

2012-2014

Forest Preserve District
of DuPage County

Elected Official

1991-present

Training and Consulting
Peaceful Heart Therapies

Self-Employed

1981-1992

Parkside Medical Services

Doctorate, MBA

Unique & transferable professional abilities:

- Creative strategist, Grant writer, Management consultant/trainer
- Professional ethics specialist
- Proven results in community relations, program development & evaluation

Personal:

- Comfortable team player & team leader
- Exceptional oral and written communicator
- Environmental volunteer & active outdoor enthusiast

Commissioner

- Created consensus among competing special interest groups
- Balanced political nuance, public opinion, staff & board dynamics
- Managed \$40M annual publicly funded budget
- Utilized expertise in natural resource management

Owner

Small Business Consultation

- Planning, needs assessment & program evaluation
- Wellness, stress management, problem solving

Management and Personnel Empowerment

- Team building, public relations, employee morale & goal setting
- Meyers Briggs Trait Inventory consultant/trainer/individual coach

Professional Ethics

- Consultant & educator
- Adjunct Faculty: Adult vocational & university settings

Private Client Service Provider

- Body therapy & hypnosis for chronic pain, trauma & terminally ill individuals

Regional Marketing Director

Comprehensive marketing & public relations management of 14 hospitals nation-wide with additional responsibility for 32 specialty outpost programs.

Negotiated & Managed

- Program contracts, lease & interagency agreements
- National accounts (ex: Oscar Mayer, Waste Management)
- Facility budgets & profit/loss reporting

Planned, implemented & evaluated

- Marketing plan & media strategy
- Media standards & consistent messaging platforms
- Outpost facility strategic program development

Human Resources

- Recruited, hired, trained & evaluated marketing teams

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PROFESSIONAL Cont'd

Parkside Medical Services

Director of Community Outreach and Education

Directed team of full-time employees in providing educational program development to both profit and non-profit organizations.

- Employee Assistance Program development for school districts, churches, professional groups and businesses
- Needs assessment, team building, goal setting & program evaluation consultation to wide-range of community groups

Many programs still in existence as of 2015. One current educational program at the Betty Ford Center is modeled after an original program developed by this team.

Director of Youth Services

Directed all aspects of youth services within a 24/7 addiction & psychiatric hospital setting.

- 32-bed inpatient, outpatient, early intervention & community outreach programs
- Multi-million dollar budget/managed 78 employees in 4 departments

One of only three corporate youth programs within 110-hospital systems to show consistent profit.

1978-1991

Drug Coordination &
Information Council

Director: Prevention Program & Volunteer Services; Research Coordinator

- Wrote and won grants to maintain and increase programming
- Authored Tri-County Needs Assessment leading to funding of the first women's halfway house in the area
- Developed first on-site, in-school substance abuse awareness program in Will County

EDUCATION

1999

Doctor of Education

Nova Southeastern University, Fort Lauderdale, Florida

1986

Master of Business Administration

Illinois Benedictine College, Lisle, Illinois

1975

BA, Social Work

(Community Organization) College of St. Francis, Joliet, Illinois

DISSERTATION

1999

Development of a Financial Assistance Program

Bell and Howell Information and Learning Company, Ann Arbor, Michigan

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CREDENTIALS

2009 - Present

Morton Arboretum, Lisle IL

Certified Woodland Steward, Prescription Burn Certificate, Steward Leader.

1993 – Present

Illinois State Board of Education approved instructor

2011

Illinois Women's Institute for Leadership

1989

Continuous Quality Improvement Training

1984

Outward Bound Program, Rocky Mountains

1978

Grantsmanship Training Center

1978

US Census Bureau:

Needs assessment, focus group and survey development training

COMMUNITY

Board Member

2015-present

Conservation Foundation: Board of Trustees

City of Warrenville: Plan Commission

2012-2014

Forest Preserve District of DuPage County, District 6

2010-present

Wheaton League of Women Voters: Board member

1997-2000

AMTA Foundation: Chaired committee to evaluate grant applications

1992-1993

Operation Snowball: Statewide Board/Treasurer

Member & Volunteer

Conservation Foundation, Sierra Club, Morton Arboretum, Feed My Starving Children, Heartland Blood Center Donor.

Awards

2015

Democratic Women of DuPage County

Tinker Harvey Leadership Award

2011

Citizen Advocacy Center: Activist of the year

1999

Research Award/Leadership: Nova Southeastern University

Development of a Method for Teaching Adult Professional Ethics

1997

Scholarship Grant Award: Faculty - American Massage Therapy Association

Wrote and won grant to pay partial doctorate tuition

PUBLICATIONS

Complete list of publications and writing samples available upon request.