

# BOB SHANNON BIOGRAPHY



## BOB SHANNON

Bob brings over 25 years in the financial services world to help companies stuck in a low growth pattern apply the Four Decisions® methodology and executive coaching in order to get out of that recession and achieve success.

He works with mid-sized management teams and non-profit boards to establish a shared vision, then deal with their current situation as it relates to people, strategy and executing the strategic plan. The focus is on 90-day priorities and getting the best minds together to solve problems so the company can form a true culture of core values, where people flourish and move forward.

His primary clientele has been service companies, such as CPA, law, financial services, advertising, government contracting, global moving & logistics, and recruiting firms.

Bob co-created Biz Book Briefs, an executive learning program where a top business book is reviewed with a robust group discussion in the Annapolis, MD, area on a monthly basis. He claims to be the best-read business coach in the DC Metro area and his clients tend to be similar in their passion for learning.

### Executive Summary

Bob Shannon, owner of First & Main, works with both small and mid-sized companies to position themselves for growth in the DC and Baltimore Metro areas. His prior experience has been in Sales Management, High Level Sales and Sales Training while on Wall Street, in leadership positions in extremely challenging work environments. As a Certified Gravitas Impact Business Coach, Bob utilizes the principles of the Four Decisions® to provide a business framework that is proven, actionable and results focused for fast growing mid-sized companies.

### Industry Specialties

- Advertising
- Financial Services
- Government Contracting
- Global Moving & Logistics
- Law

### Coaching Specialties

- Helping fast growing companies to scale up
- Coaching successful companies that need to gain clarity, focus and a sustaining momentum

### Specific Expertise

- Sales management & training
- Forming a culture of core values
- Problem solving
- Turning around struggling companies

### Current

- Owner, First and Main Business Advisors
- Cofounder, Biz Books Briefs
- PhD candidate & student

### Past

- Regional Vice President, Principal Residential Properties, inc.
- First Vice President, Wachovia Securities, LLC
- Senior VP, First Commonwealth Financial Corp.

### Education

- Certificate, Organizational Development, Georgetown University
- Bachelor of Science, Communication and Media Studies, Saint John's University