



BROWN
MARKETING
STRATEGIES

Shannon Brown

Principal - Brown Marketing Strategies

Founder of Brown Marketing Strategies, Shannon brings more than 20 years of experience in the media buying and promotion, sales marketing and event industries throughout the Southwest. She has created and implemented product promotions for prominent manufacturers and retailers including: Anheuser-Busch, Miller, Frito-Lay, Pepsi, Dreyer's Grand Ice Cream, Nestle, 7-Eleven, WalMart and Albertsons.

In addition, Shannon has created and implemented marketing programs and promotions for some of the top radio and cable outlets and corporations involving organizations such as the California Department of Health, American Heart Association, HIV Prevention, California Egg Commission, Sav-On, Bimbo, Domino's, Pizza Hut and McDonald's. Her event experience includes logistical and promotional support with nationally recognized major events including the Tostitos Fiesta Bowl, Tempe Block Party and the San Diego Fiesta Cinco de Mayo. She has extensive background as a liaison between promoters, agents and media with national celebrities for private and public appearances to include actor Jimmy Smits, speaker Astronaut Sally Ride, San Diego Padres First Baseman Adrian Gonzalez, and entertainers like Huey Lewis, Trisha Yearwood, Aaron Tippin, The Guess Who, Tracy Lawrence and Louise Mandrell.



Through Shannon's experience inside and outside the media and promotion arena, she is well-known as a leader in creating and leveraging innovative media awareness campaigns and community partnerships that have a long lasting impact.

A big believer in giving back to the community, she volunteers her time to support many business and non-profit organizations to help better their communities. Some of the organizations include:

- American Heart Association, Go Red for Women Promotion Chair
- Asia Media Inc., Advisory Committee Member
- Community Health Improvement Partners / The San Diego Council on Literacy, Health Literacy Project, Taskforce Member
- Irvine Chamber of Commerce, Advisory Board Member, Economic Development Council
- Sharp Hablando de Mujer de la Salud women's event, Steering Committee Member
- Sharp Speaking of Women's Health event, Steering Committee Member
- South County Economic Development Council, Board Member, Membership Chair and Economic Summit Chair