

BRYON N. SHANNON

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Permanent Address:

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OBJECTIVE

Seeking a creative and analytical Business Analyst or Management opportunity where my previous expertise and academic record of achievements can be utilized within a challenging and innovative environment.

SUMMARY OF QUALIFICATIONS

- Critically analyzed the strategy behind an expansion of the St. HOPE Academy charter school model to a new city, the World Bank's funding for a \$4B ExxonMobil pipeline in Chad, how acquisitions by Dubai Ports World affected a House-Senate bill on US foreign direct investment, and nine other case studies at Harvard Business School.
- Experience and education in Real Estate & Urban Land Economics with highlights developing mixed-use property appraisal reports, structuring financial models for an affordable housing redevelopment plan using TIF & debt financing, attending city hall meetings on zoning, and helping a real estate team increase an asset's NOI by \$982,000.
- Experienced in local business development as founder of small business with retail distribution relationships statewide. Managed cross-functional teams in sales, marketing, and production. Gained first-hand familiarity with small business finance and tax filings.
- Leadership development experience assembling a team that participated in business challenges at the London School of Economics and participant in round-table discussions with government leaders through the Institute for Responsible Citizenship.
- Strong communication skills, developing comprehensive presentations to win grants and business contracts, serving as guest lecturer for university class of 200, speaking as featured panelist at 3 business conferences, and conducting meetings as President of a 40 member Business Association.

EDUCATION

University of Wisconsin-Madison -- Madison, Wisconsin -- August 2005-May 2009

Honors Distinction: Bachelor of Business Administration, May 2009

Double Major: Real Estate & Urban Land Economics, Business Management; GPA: 3.33

Georgetown University -- Washington, District of Columbia -- May 2007-August 2007

Summer Coursework: Economics in Public Policy, Transformation of American Politics

Honors: Business Honors Program, Powers-Knapp Merit Scholar, Rath Foundation Merit Scholar, Phi Eta Sigma Honor Society

EXPERIENCE

Wisconsin Relic, LLC; Madison, Wisconsin

January 2009-June 2010

President & Founder of Clothing Company

- Developed feasibility analysis and exceeded revenues of \$35,000 through online sales and distribution contracts with 3 local retailers. Executed two presentations on business plan (vision, strategy, market size, ROI, P&L) that won a grant and resources.
- Managed cross-functional team of six interns (sales and marketing). Selected strategic product sourcing channels and regularly communicated with external professionals at all levels of production to effectively manage inventory levels and replenishment.
- Developed branding and promotion strategies catered to a local target market. Strategies included photoshoot, catalogs, referral campaigns, and a dynamic website (wisconsinrelic.com) that paired online media with our product for a rich user experience.

BMOC, Inc; Madison, Wisconsin

September 2009-May 2010

Financial Analyst Intern – Reported Directly to CEO of Property Management Firm

- Drafted RFP presentation to win a contract with Principal Enterprise Capital. Worked closely with management to advise clients on repositioning strategies for a 10-story high-rise. Met with property managers to develop recommendations on rental rates, reconstruction, and CAPEX. Constructed DCF Excel models to illustrate a first year NOI increase of \$982,000.
- Performed due diligence for potential property acquisitions and management contracts including market analysis for over \$150M worth of real assets. Organized data such as building condition, location, amenities, rental rates and utility structures.
- Analyzed pro forma cash flows to calculate investment value of properties in California, Colorado & Illinois.

Discovery Communications; Silver Spring, Maryland

May 2008-August 2008

Domestic Distribution Summer Intern for Portfolio of Television Networks

- Presented management with an in-depth PowerPoint report of Discovery's fan activity on social networking websites. Calculated detailed statistics in a clear, comprehensive analysis that highlighted key takeaways for management review.
- Researched and analyzed potential business partnerships to develop a strategic new business plan for Discovery Education to expand into the higher education market. Compiled SWOT analysis and illustrations on demographic market research.

Fair Indigo; Madison, Wisconsin

February 2008-May 2008

Student Consultant – Reported Directly to CEO of Fair Trade Clothing Company

- Constructed a universal formula for a fair wage system based on the standard cost of living for factory workers; formula applied to factories in 25 developing countries, adjusting for regional CPI and the purchasing-power-parity rates of national GDPs.
- Interviewed non-profit professionals and former Federal Reserve Board economists, gathered statistical cost data to calculate fair wage, and assessed the effects of fair-wage on auditing, government subsidies, market competitiveness, and social issues.

Governor Jim Doyle; Madison, Wisconsin

January 2008-May 2008

Assistant Intern to Wisconsin Governor Jim Doyle

- Coordinated details of events that Governor chose to participate in, planned optimal travel schedule each month, drafted letters to small business owners on Governor's behalf, briefed the Governor on events and recorded detailed constituent messages.
- Administered duties at front desk of Governor's office, directed phone calls and important guests to appropriate department.

LEADERSHIP

London School of Economics; London, England

February 2009

Entrepreneur's International Challenge

- Assembled and led a team with quick problem solving skills, placing fourth out of over fifty international competitors.
- Excelled in challenges involving public sales, product marketing, business negotiations, project management and presentations.

Harvard Business School; Boston, Massachusetts

June 2008

Summer Venture in Management Program

- MBA level coursework using the case method of analysis in a class of 79 students selected for competitive Harvard program.
- Detailed analysis of Airbus' \$13B investment in the A3XX jet, the World Bank's funding for a \$4B ExxonMobil pipeline in Chad, how acquisitions by Dubai Ports World affected a House-Senate bill on US foreign direct investment, and 9 other cases.

Institute for Responsible Citizenship; Washington, District of Columbia

Summer 2007, 2008

Summer Scholar

- Leadership program that prepares twenty-four high-achieving African American men for career success and the ability to make substantial differences in their communities. Classes, internships and seminars by business and political leaders were featured.
- Participated in round table discussions on leadership and public policy with former HUD Secretary Alphonso Jackson, former Secretary of State Colin Powell, Congressman John Lewis, lawyer Vernon Jordan, as well as leadership at the Heritage Foundation and FBR; an investment firm partnered with former Washington D.C. Mayor Anthony Williams.

Multicultural Business Student Association; Madison, Wisconsin

September 2005-May 2009

President

- Conducted meetings, arranged guest speaker engagements, coordinated career-building workshops, developed position descriptions for two new executive board seats and ultimately increased membership threefold during tenure as President.

INTERESTS & AFFILIATIONS

UW Real Estate Club, Urban Architecture, Civic Engagement, Entrepreneurship & Venture Creation, Badger Sports, Tennis, Piano