

Shanna Schiavon Biography

Working in Corporate America for nearly 20 years, Shanna Schiavon dreamed of the day she would be able to spend all of her time working on nonprofit partnerships, as this was truly what lit up her day.

Although she loved her work managing nearly \$90 million in media and promotion, the tiny piece of that budget allocated to nonprofit partnerships was the most meaningful part of her day. Since her first encounter with nonprofit partnership in the early 1990s, she learned that when a corporation partners with a nonprofit the consumer rewards both the nonprofit and the corporation. She started to tie nonprofit partners into her corporate programs/launches/etc. when possible and observed the positive response from consumers, media, and employees. Soon it became a “must have” for her, as these programs delivered amongst the highest ROI in the entire marketing plan.

Over the years she reviewed countless proposals from nonprofits trying to get her employers to become a partner with various nonprofits. She noticed that in most of these proposals it was clear that the nonprofit did not “get” Corporate America or what corporations were looking for in a partnership. As a result, few of these proposals developed into a relationship with the nonprofit.

In 2007 her dream to spend all of her time working on nonprofit partnerships was realized when she opened MORE Marketing. Today she continues to work on the corporate side of the table creating and executing cause marketing programs and helps nonprofits to shed light on how to better work with corporate partners.

Her diverse marketing background gives her a unique understanding of how to create programs for various industries. Her areas of experience are: advertising, brand management, budgeting and planning, cause marketing, communication, creative, direct marketing, franchise marketing, international/national/regional/local marketing, media, partnership marketing, printing, project management, promotion, restaurant marketing, retail, strategic planning, etc.

Since her first nonprofit program in the early 1990s she has worked with a number of nonprofits over the years including Susan G. Komen for the Cure, Canadian Breast Cancer Foundation, The Nature Conservancy, National Urban League, The Fresh Air Fund, United Way, Ronald McDonald House, Arthritis Foundation, California PTA Arts Program, Oakland Children’s Museum, etc. Other organization/brands that she has worked on programs for/with are Shaquille O’Neil, Star Jones, America’s Next Top Model, Disney, DreamWorks, New York Fashion Week, Cosmopolitan Magazine, etc.

She has a Master of Business Administration degree from the University of Kansas, a Bachelor degree in marketing from the American Intercontinental University graduating Summa Cum Laude, an Associate Degree in Marketing and Merchandising from Clayton College and State University, and studied in the United States, Austria, and Slovenia.