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# **Shannon Resetich**

Shannon is a proven commercial executive with 20 years of experience driving brand growth and leading teams to increased levels of success in a variety of highly competitive industries and fast-paced environments. She has held leadership positions with multiple Fortune 500 companies in the pharmaceutical, healthcare, and consumer packaged goods industries.

Shannon is currently the Chief Commercial Officer for ActivCore, a start-up transforming physical therapy and performance industry. In her role, Shannon is responsible for all commercial responsibilities, including building the ActivCore brand and accelerating company growth. Prior to joining ActivCore, Shannon served as Global Franchise Head, Hematology, for Shire. Shannon was responsible for leading the $3.6B Hematology franchise to increased growth through launching new products and accelerating brand performance despite significant and increasing competitive dynamics. Shannon joined Baxter in 2002, and held multiple positions of increasing responsibility across Hematology and Immunology, including Region Head, North America Hematology and U.S. Head, Hematology where she led hundreds of team members to grow Baxter/Baxalta’s market leadership position and significantly over-deliver Operating Plan for four consecutive years. Shannon accomplished this by creating a highly collaborative and purpose-driven team culture, achieving over 95% employee engagement. Shannon and her team received the prestigious Baxter/Baxalta Chairman’s Award in both 2014 and 2015, the first team to win this award in two consecutive years.

Prior to joining Baxter, Shannon spent multiple years in R&D and brand development with Kraft Foods.  She also held marketing leadership roles in the pharmaceutical industry with TAP Pharmaceuticals.

Shannon received her MBA from the Kellogg School of Management at Northwestern University and earned her undergraduate degree from Purdue University in Biological Engineering. For the past three years, Shannon has served on the Board of Directors of Healthcare Businesswomen’s Association (HBA) and is currently Chair-Elect of the Board. Shannon lives in Vernon Hills, Illinois with her husband Richard. Shannon has two daughters and three step children. In her free time, she also enjoys volunteering for her children’s school and Girl Scout troop.