

## SHANNON GILREATH



Shannon Gilreath has been part of the St. Simons community for more than 15 years. She is the Director of Marketing for [Rich Products](#), one of the largest employers in the area, and oversees the company's national [Farm Rich](#) brand as well as Private Label brands for national grocery retailers. She joined Rich's in 2003 while a business student major at Miami University of Ohio.

As part of her responsibilities with the Farm Rich and Private Label brands, Shannon oversees businesses valued at \$300M in annual sales, and facilitates strategic alignment against the brands' business, marketing and vision/innovation plans. Prior to managing those divisions, she was the Senior Marketing Manager for [Sea-Pak](#), a national frozen seafood brand, and a Marketing Manager for Farm Rich, managing all aspects of marketing for these two divisions, including P&L, portfolio and product management, demand creation, advertising and promotion, competitive analysis and financial/brand planning.

A passionate volunteer, Shannon graduated from the Leadership Glynn Program in 2007 and has been involved with the American Cancer Society of South East Georgia for six years, where she is currently Vice President of the Victory Board and was an ACS Gala Co-Chair in 2014. Her leadership and participation in the gala and other fundraisers generate over \$200K annually for the ACS chapter and have opened many new doors. Shannon also has been recognized for leadership and volunteerism within Rich Products – she serves on the Innovate Value Team and received the prestigious Robert E. Rich Spirit of Innovation Award three times, in 2007, 2010 and 2014. The company awarded her its Rich Products Margin of Difference Award in 2004 and 2009. During her career with Rich's, she has participated in a number of community causes, including United Way, ACS Relay for Life and the annual Rich Products Day of Caring.

Shannon and her husband Stephen, and their two children, are members of the St. William Catholic Church on St. Simons. She earned her M.B.A. degree in 2008 from Georgia Southern University and a B.S. in 2004 from The Farmer School of Business at Miami University, where she graduated magna cum laude.