



SHAVONNAH R. SCHREIBER

BOARD DIRECTOR & CEO

Shavonnah brings two decades of B2B experience in the technology, energy, aviation, and professional services sectors. From her experience working with both start-ups and Fortune 500 organizations, Shavonnah has a proven track record of assessing business opportunities and developing effective go-to-market plans, effective sales strategies and marketing campaigns in the Americas, Asia Pacific (APAC), Europe, Middle East, and Africa (EMEA) regions.

Shavonnah has dual-sided M&A experience and is particularly adept at managing complex stakeholder communication and engagement. Additionally, she has extensive experience in corporate communications and investor relations - including creation of pitch material. She utilizes her expertise to assist individuals, leaders and management teams assess business opportunities in emerging markets and develop effective plans that they can execute against to achieve their business goals.

Currently, Shavonnah serves as the Founder and CEO of SNR Creative®, a boutique professional services firm. At SNR Creative®, Shavonnah and her team provide the full range of business development, business transformation, and business communications services to companies in industries such as aviation, energy, technology, and heavy manufacturing.

Additionally, Shavonnah leads small, large, and 1:1 sessions geared at helping organizations and individuals uncover the best tactics to solve today's complex business challenges.

Education

- **UNIVERSITY OF ST. THOMAS, Houston, Texas**
Master of Business Administration (MBA)
- **UNIVERSITY OF ARIZONA, Tucson, Arizona**
Bachelor of Arts: Communication with Journalism Minor
Dean's List; Honors College

Awards

- **TEXAS WOMEN'S HALL OF FAME 2023 INDUCTEE**
The Greater Houston Women's Chamber of Commerce

Areas of focus

- **BRAND/REPUTATION MANAGEMENT**
- **COMPLEX STAKEHOLDER ENGAGEMENT**
- **INTEGRATED GLOBAL MARKETING STRATEGY & EXECUTION**
- **INVESTOR RELATIONS & CORPORATE COMMUNICATIONS**

Boards

CreatorCart™

Independent Board Director

Painters USA

Independent Board Director

City of Houston Independent Police Oversight Board (IPOB)

Member, 2021 to present

Panel Chair, 2021 to 2025

Continuing Education

- **HARVARD BUSINESS SCHOOL**
Women on Boards: Succeeding as a Corporate Director Program Certificate
- **CORNELL UNIVERSITY**
Diversity and Inclusion Program Certificate
- **CENTER FOR CREATIVE LEADERSHIP**
Leadership at the Peak Program. Senior executive leadership program with hands-on exercises, in-depth feedback, and one-on-one coaching.

Connect



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Community Involvement

Boards & Endowments

Forbes Business Council

Official Member, 2022 to present

WomenExecs on Boards

Official Member, 2022 to present

SEARCH Homeless Services

Board Member, 2017 to 2019

Leadership Houston

Board – 2021 to 2024
Board – 2014 to 2017
Class XXX – 2011

University of Arizona

Shavonnah Roberts Schreiber
Bear Down for Houston Scholarship
Endowment, established 2022

Jung Center Houston

Board Trustee, 2020
Marketing Committee Chair, 2020

Hermann Park Conservancy

Marketing and Membership Chair,
2017 to present
Advisory Board Member, 2015 to 2017

UT Health

IMM Advisory Board
Member – 2015 to
present

Professional Highlights

SNR CREATIVE

Full-service boutique professional advisory firm that specializes in thought partnership to think through any shift related to business development, business communications, or business transformation for local, regional, and national companies ranging from boutique to global Fortune 500.

S&P GLOBAL

\$8.2B information services firm that provides transparent and independent ratings, benchmarks, analytics and data to the capital and commodity markets worldwide. Clients are in Energy, Engineering, Automotive, Telecom, Technology, Chemical, Aerospace & Defense, Financial, and Maritime industries.

ERM

The largest global pure play sustainability consultancy. They partner with the world's leading organizations, creating innovative solutions to sustainability challenges and unlocking commercial opportunities that meet the needs of today while preserving opportunity for future generations.

Colleague Feedback



Shavonnah brings all of the intelligence and professionalism to her role on a daily basis that you would expect from someone with her experience (Business Development Exec) and education (MBA). However, it is her proactiveness and positive attitude that set her apart from others and make her a truly outstanding contributor.

T. Lunsford
Former Colleague



Proficiency, reliability and geniality are a few qualities that come to mind when I think of Shavonnah. Emerging Leaders has been the beneficiary of Shavonnah's qualities to say the least. Her leadership, cleverness, wide range of skills and close attention to detail, ensure that projects are completed in a thorough and timely fashion. Shavonnah instills a high degree of confidence in her capability among her peers.

K. Osborn
Fellow board member



I specifically recruited Shavonnah from a different business line to join us in because I knew she would be the best colleague in the marketing function to help our industry achieve our goals. Not only did she more than exceed the business objectives, but she became one of the most trusted people in my circle. To this day, I count on Shavonnah for her leadership, marketing, communication, goal setting and wise friendship and guidance.

J. Rahbany
Former Director

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Personal Assessment Profiles



CliftonStrengths®

Leads with Strategic Thinking
CliftonStrengths® Theme

People with dominant **Strategic Thinking** themes absorb and analyze information that informs better decisions.

- 1. Achiever
- 2. Learner
- 3. Strategic
- 4. Relator
- 5. Self-Assurance



16 Personalities

INTJ stands for introverted, intuitive, thinking, and judging

INTJ describes people who are energized by alone time, value ideas over details, and make decisions based on logic. INTJs are also known as "Architects".

- Focus:** INTJs focus on the big picture and abstract information
- Decision-making:** INTJs make decisions based on logic and reason
- Values:** INTJs value creative ingenuity, rationality, and self-improvement
- Communication:** INTJs tend to emphasize logic and objective information over subjective emotions



DISC

Dominance | Conscientiousness
Determined & Focused
Information-driven Leader

Shavonnah is great at working on projects that require precise action, leadership, and creative problem solving skills when faced with challenges.

- Main Motivation:** Intensity for creative, original solutions
- Individual Talents and Gifts:** Critical thinking, looking outside the norm
- Value as a Team Member:** Synthesizing old information into new forms



VIA Character Strengths

Leads with intellectual curiosity
and resilient optimism

People with these themes actively seek knowledge, embrace challenges, and approach the future with a creative and positive mindset.

- 1. Creativity
- 2. Love of Learning
- 3. Hope
- 4. Curiosity
- 5. Bravery

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