

Shannon Peel Biography

Shannon Peel is passionate about stories and how they connect people to each other and to brand names. She has over 30 years experience in marketing, sales, advertising, and storytelling. Due to her insatiable curiosity and desire to learn new things, she has a unique skill set enabling her to see how all the pieces of a brand story come together to guide an audience from brand awareness to brand advocacy. She recently published her interactive, multimedia digital book called BrandAPeel: Brand Storytelling in the Digital Age filled with videos, podcast episodes, and downloadable workbooks to help people define their brands and create content to tell their stories.