



THE VAN HORNE INSTITUTE

# WISC

WOMEN  
IN SUPPLY  
CHAIN



**Shannon Bowen-Smed**  
**President & CEO**  
**BOWEN**

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Shannon was born an entrepreneur. Her mother, Laverne Bowen, founded BOWEN in 1974 and Shannon grew up in the business. She honed her skills in a variety of roles within the company including administration, recruiting, sales and marketing, human resources, and operations. In 1996, Shannon became BOWEN's President and CEO and under her leadership, the company has flourished, growing in size and service offerings.

Today, with more than 31 years of experience in the recruitment industry in various leadership roles, Shannon is responsible for the overall success of BOWEN and for creating, planning, implementing, and integrating the strategic direction of the organization. During her tenure as President and CEO, the company has become a prominent leader in delivering contingent workforce management strategies with annual sales in excess of \$75 million. BOWEN manages approximately 3,000 contingent workers across Canada annually. Under her leadership, BOWEN has been consistently ranked among Canada's fastest growing companies on the annual Profit500. Most recently, BOWEN secured its Women's Business Enterprise certification granted by Women's Business Enterprises Canada.

Shannon's personal success mirrors the company's growth. She is an inductee into the WXN's Canada's Most Powerful Women: Top 100™ Hall Of Fame and, was the recipient of the Alberta Women Entrepreneurs' Celebration of Achievement Award for 2014. Most recently, Shannon was awarded with the Ernst & Young Entrepreneur of the Year Award for the Prairies region in Professional and Financial Services. Shannon volunteers her time and talents to several community and not-for-profit organizations. Most recently she was appointed to a three-year term on Travel Alberta's Board of Directors.