



MEET
Shannon Keane
 Co-Founder and CEO



DIRECTED ACTION

LEADERSHIP THROUGH STRATEGIC TRANSFORMATION

Shannon Keane
 Co-Founder and CEO

Shannon Keane is the Chief Executive Officer (CEO) and General Counsel of Directed Action, Inc., a firm committed to providing leadership through strategic transformation. As an attorney, Shannon has served defendants for intellectual property theft including investigations, civil complaints, and settlement negotiations.

Her legal experience also includes insurance insolvency including fiduciary management and dissolution of insurance companies on behalf of the State of California in addition, Shannon served the executive trust administrator managing claim disposition for \$300 million.

In 2007 Shannon joined the Directed Action team to apply her professional services experience and support business growth. In her capacity as CEO and General Counsel, Shannon is responsible for the strategic growth of the company, legal and risk management, financials and daily operations. Her contributions to the firm also include expanding service offerings into contracting, staffing and recruitment, establishing a full-time talent management function, as well as establishing a full-time accounting and finance function.

Shannon brings a commitment to diversity and inclusion as well as dedication to personal and professional development for all employees. She is an active parent at the schools where her children attend supporting fundraising, administering STEM programs and leading community outreach.

Shannon graduated from Saint Mary's College at Notre Dame and studied law at Marquette Law School. She is licensed in Wisconsin, Illinois and California and a member of the California Bar.

CERTIFICATIONS

NAISC CODES

- 541600 Management Consulting
- 541200 Accounting Services
- 541612 HR Consulting
- 541618 Other Consulting
- 561400 Support Services

CLASSIFICATIONS

- TI 20-2699019
- DUNS # 061137820
- CAGE 8LNY1



CONTACT

(310) 707-2504

Shannon.Keane@Directedaction.com

www.DirectedAction.com

222 W 6th St, Suite 400 San Pedro, CA 90731

5851 Legacy Circle 6th Floor Plano, TX 75024

"Directed Action understands our company, values, and goals. My first call is always to Directed Action for large projects and more complex transformations. They always get results and consistently manage our risks."
 Jonn Kennelly GVP, Toyota

Founded in 2005, Directed Action, Inc. supports C-level executives on their most critical projects. We partner with our clients to enable, support and achieve strategic transformation. We work best as enablers and guides, supplementing client teams. We provide direction and leadership to navigate challenges in a changing organization.

Directed Action is a Woman-Owned Company