



SHANNON (S. MOO)
PRESIDENT & FOUNDER
AUTHOR OF THE FASSA TAILS

Shannon spent the first 10 years of her career encouraging healthy behaviors in adults as a communications consultant with Mercer, and a small Chicago-based consulting start-up.

As a consultant, she helped build complete campaigns to inspire new behavior in adults from all walks of life within such companies as AstraZeneca, US Foodservice, Sara Lee, Abbott Labs, Boeing, and Scotts.

In November 2009, Shannon took a leap of faith and left Corporate America to create Planet Fassa, a company designed to use stories, activities, points and rewards to encourage healthy behaviors in children. Seeing the campaigns she created as a consultant have a positive impact on adults was hands-down the most rewarding aspect of her career. The prospect of helping children grow up to be healthy, balanced adults (along with her love of writing, her stepchildren, and her cadre of unusual pets – Planet Fassa is based around some great characters!) became the inspiration for creating Planet Fassa.

Shannon is an award winning communicator, with more than 20 awards for driving desired behavior change through campaigns in wellness, performance management, retirement planning, and health benefits.

On a personal note, Shannon is happy to be in the lives of her 3 awesome stepkids, 2 crazy cats, and 4 beautiful plants. She is from a huge family (and all that implies!)...her big sis is our Crazy Crafty Mom, Kelly. And she is head-over-heals in love with her business- and life-partner, RLC. She feels extremely blessed to have so much love in her life!