



**Shelley Moore**

*Lead Strategist, Insight President and Founder*

As the chief strategist for client projects, Shelley is a careful listener and contributor to strategy. She digs deep to understand what motivates people and organizations to be unique and serve their values, purpose, passion and vision. Her background includes deeper involvement with market research, marketing, sales, advertising, international business, accounting, human resources, and strategic planning. As a result, her primary mission in projects is to align resources to integrate the passion, market strategy, collaboration of people, and processes and technologies to develop clear and simple plans that achieve targeted interests, innovations, and successes for the future. She has the ability to go in depth while also bottom lining innovative solutions appropriate to each client situation.

Certified in Kolbe Wisdom® and The Natural Step and with B.A. degrees in marketing, international business and advertising, Shelley has applied her strategic skills to various industries including manufacturing, retail, health care, distribution, professional services, and information technology. Shelley started Insight Strategic Concepts® in 1999 and launched the BLOOM® online performance management system in 2003.