

SHAUNA C. GROVELL

CHIEF COMMUNICATIONS & ENGAGEMENT OFFICER



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AFFILIATIONS

- Society for Human Resources Management
- Public Relations Society of America
- Customer Experience Professionals Association
- National Association of Female Executives

Shauna C. Grovell is the Chief Communications & Engagement Officer for Integral. In her role as CCEO, Ms. Grovell has responsibility for Integral's Employee Engagement, Human Resources, Communications, Marketing, and Public Relations departments. Ms. Grovell has more than 25 years of providing exceptional internal and external customer experiences, utilizing her unique combination of being an innovator, strategist, advocate and tactician to help organizations around the country accomplish their operational, employee engagement and customer satisfaction goals.

Prior to joining Integral, Ms. Grovell traveled around the country as the founder/CEO of The Customer Experience Unleashed!, a consulting firm focused on helping companies, nonprofit organization, government entities, and schools improve their internal/external customer experience. In addition, Ms. Grovell provided guidance to executives in the areas of organizational effectiveness, employee/customer engagement, strategy development, inclusion/diversity, leadership development and strategic communications.

Ms. Grovell acquired her extensive body of knowledge throughout the course of her 21 years as a leader in three Fortune 500 companies. As a Walmart customer experience executive, Ms. Grovell managed over 30 vendors whose collective P&L responsibilities for customer facing services/solutions exceeded 100 million. In addition, she created Walmart's first financial literacy program for their 1.1 million Associates and its' US Walmart store customers. As Vice President of Customer Relations at Pulte Homes New Mexico, Ms. Grovell led the divisions' charge to win their first JD Power & Associates Award. While working as an Assistant Vice President for BellSouth Small Business Services, she led a team of over 500 employees and was recognized three consecutive years for having the number one sales, service and overall P&L team in the Company.

A well regarded business woman, Ms. Grovell has been honored twice in the publication Who's Who in Black Atlanta and has won numerous business accolades - including Bellsouth's President's Award three times.

Ms. Grovell is a graduate of Carnegie Mellon University where she obtained her Bachelor of Arts degree in Applied History & Professional Writing. Ms. Grovell continued her education at The George Washington University, earning her Master of Arts degree in Higher Educational Administration & Organizational Development.