



**STRONGER THAN ADDICTION**

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**SHANNON HARTLEY JOINS SHATTERPROOF AS CHIEF MARKETING OFFICER**



FOR IMMEDIATE RELEASE

**NEW YORK, February 1, 2016** – Shannon Hartley has been appointed Chief Marketing Officer of [Shatterproof](#), a national organization committed to protecting our loved ones from addiction to illicit and prescription drugs and alcohol.

Hartley has more than 25 years of marketing and strategy experience. She began her career at Procter & Gamble in customer insights and sales roles. She led neuroscience/mental health customer insight and global strategy at Bristol-Myers Squibb.

Most recently, Shannon was the Managing Director of Razorfish Health, a customer engagement agency that is part of Publicis Healthcare, the largest healthcare marketing and communications network in the world.

“Shannon’s career has progressed in perfect preparation for this critical role at Shatterproof. She has expertise in brand marketing, deep understanding of neuroscience and mental health diseases and strong customer insight and customer engagement capabilities, said Shatterproof CEO & Founder, Gary Mendell. “Shannon is passionate about our cause and her leadership and marketing skills will be instrumental to achieving milestones which will save lives.”

She leads the teams responsible for delivering the programs and services that support the Shatterproof mission. Her team leads the marketing and educational programs to end the stigma associated with addiction, provides resources to support families and communities focused on preventing addiction and supporting those seeking information on evidence-based treatment and recovery support. Her team leads the program, fundraising and volunteerism activities for Shatterproof.

“I am inspired by Gary and his vision and the impact Shatterproof has had in just a few short years. Addiction is a public health crisis and shatters the lives of families everyday. I, like most families in the U.S., have personally seen the impact addiction has on our loved ones. I am honored and excited to be part of an organization that will create change and save lives,” said Hartley.

Hartley was named one of the 2014 PharmaVOICE 100 Most Inspiring People in Healthcare. Shannon is a graduate of Miami University and lives in Princeton, NJ.

Headquartered in New York City, Shatterproof is a national organization committed to protecting our loved ones from addiction to illicit and prescription drugs and alcohol, and ending the stigma and suffering of those affected by this disease. In the U.S. alone, addiction to alcohol and other drugs claims more than 135,000 lives every year — 370 people every day, 15 every hour. In 2012, Gary Mendell, a former hotel executive and a member of the Clinton Health Matters Initiative, founded Shatterproof to educate, empower and equip families, educators, health care providers, legislators and others to proactively address addiction among children and young adults. Mendell and his team are building a national organization to bridge serious gaps in funding and resources for the disease of addiction. His son, Brian Mendell, lost his battle with addiction at the age of 25 in 2011.

For more information about Shatterproof visit [www.shatterproof.org](http://www.shatterproof.org).

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