



# Shannon O'Connor Bock

NEW JERSEY, USA

President,  
A.J. O'Connor Associates

## SPECIALTIES

- Service Innovation
- Client Relationship Management
- Brand Management
- Executive Coaching
- Talent Development
- Effective Networking
- Strategic Partnerships
- Organizational Efficiency
- Operational Growth & Improvement

## INDUSTRY EXPERIENCE

- Fortune 500
- Pharmaceutical
- Biotechnology/Life Sciences
- Healthcare
- Financial Services
- Consumer Goods
- Insurance
- Hospitality
- Education
- Non-Profit

## Career Background

A third-generation owner of this long-established family business, which celebrated its 40<sup>th</sup> anniversary in 2023, Shannon played an integral role in the firm's organizational strategy and growth for over 15 years. Through her hands-on involvement in all aspects of the business, she navigates seamlessly from concept to execution in the areas of client engagement, service innovation, operational efficiency and brand marketing.

As President, Shannon defines the firm's strategy and drives initiatives that strengthen A.J. O'Connor's brand and service offerings. With an unwavering focus on delivering a best-in-class client experience, she builds and manages strong, long-lasting partnerships at all levels of client organizations and ensures that the firm leverages client feedback to improve services and the client interaction model.

In both her personal and professional life, Shannon is anchored by the O'Connor family values of a strong work ethic, honesty, empathy and accountability. Shannon values and fosters a collaborative environment with internal leadership to protect and elevate the brand's reputation and to enable clients to achieve transformative results. She leads with passion and inspires the team to operate with excellence and execute innovative solutions, programs and experiences.

## Noted Accomplishments

- Drove the evolution of the firm's brand identity, which included updating the organization's narrative as new service lines were added; creating a cohesive voice across all marketing channels; launching the firm's social media presence; and revamping the public website.
- Directed the implementation of an internal technology strategy to redesign and streamline internal processes to ensure a consistent workflow and quality checks across all areas of the business. Introduced AI into the organization to further improve customer experiences, generate meaningful content, and optimize operations.
- Led the firm through a repositioning, post-pandemic, to recalibrate, better align with market trends, and meet each client's unique priorities and expectations.
- As an International Coaching Federation (ICF) Level 2 Accredited Coaching Education provider, launched RESERO, AJO's coaching education program.

## Education

Studied Organizational Leadership at The Pennsylvania State University and Acting at Mason Gross School of the Arts at Rutgers University; attended RESERO, AJO's Level 2 ICF-accredited coaching education program.

## Memberships & Affiliations

Member of CHIEF; Council Member, Corporate Leadership Council for Cornerstone Family Programs; Member of Morris County Chamber of Commerce, SHRM, and BIONJ. Serves as a representative of A.J. O'Connor and ambassador within the local communities to promote positive relationships and strong partnerships.

Shannon has a passion for the arts and has worked in the non-profit, Professional NJ Theatre community. She is a Board member of The Shakespeare Theatre of New Jersey and heads their Personnel Committee.