

SHAWN BUSSE

FOUNDER & CEO, KINESIS

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BIOGRAPHY

Shawn Busse is the founder and CEO of Kinesis, a Portland-based marketing firm and business consultancy focused on transformation.

Since starting Kinesis in 2000, Shawn has been on a mission to radically transform how businesses think about marketing, culture, and growth. While traditional marketing focuses on external tactics, he found that the most successful companies start at their epicenter and gravitate outward. Shawn uses this core business philosophy, Marketing from the Inside Out®, to help small business owners and leaders reinvent their companies.

Kinesis has been one of Oregon's fastest-growing private companies for five straight years – earning the prestigious Lighthouse Award in 2016. The company was also honored at the Portland Business Journal's Small Business Innovation Awards, and named one of America's Best Entrepreneurial Companies by Entrepreneur Magazine. Kinesis is also a proud certified B Corporation and has been acknowledged as a Best For The World Company two years in a row.

As Kinesis' CEO, Shawn's primary focus is on setting the strategic direction for the company, championing the business mission, values, and vision, and deliberately maintaining internal culture with every new hire and client acquisition. His new book, Marketing from the Inside Out® captures nearly two decades of experience in starting, running, and growing small businesses.

AREAS OF EXPERTISE

- Growth-Based Marketing for SMBs
- Mission, Values, and Vision – including Values-Driven Leadership
- Employee Recruitment and Retention
- Culture as a Strategic Advantage
- Small Business Strategies, including Business Model Transformation

ATTENDEE TESTIMONIALS

“Outstanding. Shawn was immensely engaging and authentic. His outlook was exemplary, a breath of fresh air.”

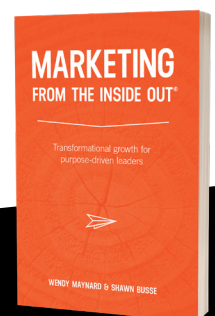
– 2016 Oregon Manufacturers' Summit Attendee

“Loved the stories, what a great speaker! Loved the clean slides. Made me excited to work on Mission/Vision/Values.”

– McMinnville Economic Development Forum Attendee

“This changed my perspective of the importance of website design toward current and prospective employees. Thank you for a valuable, worthwhile workshop.”

– Candidate's Journey Workshop Attendee



Look for Shawn's book on Amazon!



SPEAKING EXPERIENCE

Pacific Northwest Defense Coalition Supply Chain Conference (2019)

Recession Resilience

B Corp BLD PNW Conference (2019)

Building a New Business Paradigm

Association of General Contractors Oregon (2018)

How to Recruit the Best of the Best

Pacific Northwest Defense Coalition (2018)

The Candidate's Journey: How to Recruit and Retain the Best of the Best

Real Estate Investment Trust (2018)

Marketing from the Inside Out

McMinnville Economic Development Operational Excellence (2018)

The Power of Storytelling

Small Giants Summit (2017)

Talent Engine: The Secret to Recruiting and Retaining the Best of the Best

McMinnville Economic Development Forum: NEXT Speaking Series (2017)

Mission, Vision, and Values as Competitive Advantage

Oregon Manufacturers' Summit (2017)

Sales & Marketing for the 21st Century

Northwest Self Storage Annual Employee Meeting (2017)

Social Media and the Engaged Employee

Advance Astoria Economic Development Panel (2016)

Planning for Astoria's Future

Oregon Economic Forum (2016)

What's Next after the Election?

Xenium Webinar (2016)

Talent Engine – How to Recruit and Retain the Best of the Best

Oregon Manufacturers' Summit (2016)

The Candidate's Journey (highest-rated speaker among 16 breakout sessions)

PROFESSIONAL EXPERIENCE

Founder & CEO, Kinesis

Jan 2000 – Present

Adjunct Professor, Southern Oregon University

Jan 1999 – Jun 2004



AWARDS

Best For The World Honoree

B Corporation, 2018, 2019

Best Entrepreneurial Companies in America

Entrepreneur Magazine, 2016

Oregon's Fastest-Growing Companies

Portland Business Journal, 2012,
2013, 2014, 2015, and 2016

Lighthouse Award

Portland Business Journal, 2016

FEATURED PUBLICATIONS

Pragmatic Marketer

Daily Journal of Commerce

Portland Business Journal

**Octane: The Entrepreneurs'
Organization Magazine**

Blue Ocean Strategy Blog

EDUCATION

Southern Oregon University

Bachelor of Fine Arts

Ohio University

Master of Fine Arts