
SHONTRA POWELL

EXECUTIVE BIO



Naples, FL

+1 (262) 349-0221

shontrapowell@gmail.com

[LinkedIn](#)

Areas of Expertise:

Strategic Leader

Turnaround

P&L Ownership

Growth

Startup + Fortune 1000

Shontra Powell is a global business leader with over 30 years of experience leading strategic growth initiatives and large-scale transformations. She has managed both commercial and operational P&Ls for Fortune 1000 companies in industrial manufacturing, travel, insurance and logistics. Shontra brings value to shareholders and stakeholders through M&A, strategic planning, and go-to-market initiatives.

Shontra currently serves as Vice President Revenue Operations at Hubbell, Inc, a Fortune 1000 company that designs, manufactures, and sells electrical and electronic products for non-residential and residential construction, industrial, and utility applications. She leads revenue growth strategy for the \$6B Enterprise Revenue and reports to the CCO and informs Hubbell C-Suite and board of directors on enterprise go-to-market and growth strategy, commercial business performance and provides guidance on operational long-term value.

Prior to joining Hubbell, Shontra co-founded Red Zone Fleet Services in 2020 to seize a new idea to bridge the gap between business fleet management and operating cost efficiency. Her mobile resource model supported fleet owners with just-in-time solutions and delivered increased value in asset utilization.

Her early career was spent in various leadership roles in operations at Johnson Controls and Hertz, and she launched her career at Cigna, Sedgwick and General Electric.

In board governance, Shontra served as an independent board director of 8th Light, a software development company in Chicago. She served on the compensation committee and provided oversight of business expansion, risk mitigation and acted as an advocate for business development.

Shontra is passionate about community involvement and has served on non-profit boards for more than 25 years, advancing to executive board leadership and committee chairman for compensation, finance and nominating and governance.

Shontra is a writer and published author. Shontra established the women's lifestyle brand, Proven Not Perfect™, in 2021, launching a podcast that serves a global community of listeners.

Shontra holds an Executive MBA from Northwestern University Kellogg School of Management and a BBA in Finance from Loyola University of New Orleans. She resides in Naples, Florida with her husband Andre, and enjoys spending time with her three children.