



Shannon Imler

High-performing entrepreneur with a proven record of building two multi-million-dollar companies in under five years. Known for exceptional sales leadership, people-first communication, and a deep ability to inspire teams and partners. Shannon's work spans consumer products, construction, historic renovation, and community development, all rooted in integrity, persistence, and faith-driven purpose.

He is a closer, a strategist, and a leader who treats people with respect. Guided by God, devoted to his family, and committed to his community, Shannon brings clarity, consistency, and heart to everything he builds.

Shannon is guided by his faith, devoted to his family, and believes the strongest businesses are built on trust. His discipline in fitness and personal growth fuels his drive as a leader and entrepreneur.

Core Strengths

- Sales Leadership & Negotiation
- Strategic Growth & Entrepreneurship
- Team Building & Leadership
- Marketing & Brand Storytelling
- Vendor & Partner Relations
- Project & Operations Management
- Community Development
- Persistence & Problem Solving

Community Involvement

- Rotarian
- Vistage — CEO Peer Advisory Member
- LX Counsel — Entrepreneur Leadership Group
- Member of 3 Chambers of Commerce
- Downtown Cleanup & Community Revitalization Volunteer
- Mercy Hospital Ice Cream Judge for Fundraising Events

Leadership & Values

- People-First Leadership
- Faith, Family, and Integrity
- Persistence Under Pressure
- Community Impact
- Discipline & Personal Growth

Contact



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Work Experience

Ice Cream Factory

Co-Founder & Brand Leader | 2019 – Present

- Built Ice Cream Factory into a multi-million-dollar national brand in under five years.
- Launched new products, expanding into 5,000+ retailers nationwide.
- Developed and executed marketing strategies across social media, expos, food shows, and in-person campaigns.
- Built and led a high-performing team rooted in people-first culture and accountability.
- Established and maintained strong vendor and partner relationships.
- Oversaw operations, manufacturing expansion, and long-term growth strategies.

Notable Achievements:

- Led the \$9M renovation and expansion of the historic Mid-Am Dairy manufacturing facility (86,000 sq ft).
- Featured in multiple publications (Biz417, Dairy Foods, Food Business News, Missouri Partnership).
- Continued as a key growth leader following PNC Brands' majority acquisition of Ice Cream Factory.

SPI Building Contractors

Owner & Project Leader | 2015 – Present

- Managed custom homes, residential remodels, commercial projects, and historic renovations.
- Directed project teams, subcontractors, and vendors to ensure quality workmanship and timely delivery.
- Maintained clear and trusted client communication from concept to completion.
- Balanced hands-on craftsmanship with big-picture leadership and project management.
- Improved local neighborhoods through construction projects and property revitalization.