

## Shelly Sun Bio 2017



Shelly Sun is the CEO and Founder of BrightStar Group Holdings, Inc., the holding company of multiple brands offering care services globally in various settings including in-home, assisted living and memory care communities as well as in commercial settings like hospitals through medical staffing services. With over 300 locations in the U.S. and Canada serving over 15,000 families, BrightStar Care® delivers the full continuum of care in residential settings as well as premium healthcare staffing for corporate clients such as nursing homes and physicians. In 2005, BrightStar launched its franchising efforts, becoming the first and only franchising company in the country to specialize in both medical and non-medical care and health care staffing.

In addition to leading the strategy for the BrightStar Care®, BrightStar Senior Living & Memory Care, and BrightStar® Technology Group divisions, Shelly is charting the vision for complementary brands and services to help consumers care for their families and homes. The Harvard Business School is documenting BrightStar Care's success in a case study due to be published in 2017. Shelly's journey has included hard work on the front lines, building an organization, inspiring her colleagues and evolving to visionary leadership so she can share her lessons with others who seek to grow their businesses, creating jobs and wealth for many.

Shelly is the Chairman of the IFA Board of Directors (2017-2018). Shelly is also a Certified Franchise Executive and was selected by the IFA as the 2009 Entrepreneur of the Year. BrightStar® has been named to the *Forbes* magazine list of Top 10 franchise opportunities under \$150,000 initial investment for three years in a row, including First Place atop the 2014 list. BrightStar® was also selected for the *Inc.* magazine 500/5000 every year from 2010 to 2016. BrightStar® is the only franchise home care brand to receive the Joint Commission's Enterprise Champion of Quality Award – and has earned it an unprecedented four years straight from 2013 to 2016.

BrightStar® was featured on CBS-TV's *Undercover Boss*. Shelly also published her first book, *Grow Smart, Risk Less – A Low-Capital Path to Multiplying Your Business through Franchising*, where she discusses her journey as an emerging franchisor through amazing growth, lessons learned and game-changing ideas.