



## Founder Bio



### Shannon Lee

Shannon Lee is a principal founder of Storylines with 20 years' combined experience consulting on a) distressed and failing enterprises, and b) international real estate development and property partnerships. He has assisted struggling solopreneurs, startups and established businesses in growing their brands while transforming them into highly profitable, multi-million-dollar global enterprises. His experience ranges through the technology, construction, tourism and aviation industries.

During his years consulting, Shannon implemented innovative cross-sector solutions for traditional business challenges; the highest achievement of which was a 950% revenue increase over six months. His keen insight and skill in managing the dynamics of quickly growing multi-national corporations and closing high value contracts are valued assets that serve him well at Storylines.

Shannon founded Storylines when he identified a lack of affordable and convenient ways for people to travel the world as a lifestyle. His goal is for people to better enjoy their hard-earned social and financial status. He spent years fostering and cultivating relationships within the cruise ship industry which led him to the emerging market of residential communities at sea; an industry that has remarkable similarities with conventional property development.

Shannon is pleased that Storylines opens the option of living at sea to a wider variety of people who might not otherwise have the opportunity to travel the world. During the startup process, he learned an extensive amount about customers' needs and preferences, with an accessible price point being paramount.

Shannon has been told that building a billion-dollar business in a newer industry is an aggressive move. "Opportunity knocks," says Shannon. "We're not the first in the industry...this is already a proven market. We're here to expand that market to the much larger 'vacation homes' market, in which [10%](#) of Brits owns a second home. People are trading in their holiday houses for the opportunity to travel the globe."

Driving the vision of Storylines new-build vessel has been the personal highlight of Shannon's career. He oversees business operations, funding, suppliers, contracts, ship design and construction.

