



# Shelly Sun

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## **CEO and Founder BrightStar Care**

Shelly Sun is the CEO and Founder of BrightStar Group Holdings, Inc., the parent company of BrightStar Care® and BrightStar Senior Living & Memory Care. BrightStar Care® is a premium healthcare staffing company providing the full continuum of care, from homecare to supplemental staffing for corporate clients such as nursing homes and physicians. BrightStar's focus on quality assurance and improvement includes requiring Joint Commission Accreditation for all of its branches. BrightStar Care® is also the only of over 28,000 home care agencies to receive the Joint Commission's Enterprise Champion for Quality Award – every year 2013 through 2021. BrightStar was founded in 2002 and expanded through franchising in 2005. Today, BrightStar has grown to over 350 locations in the U.S. serving over 20,000 families generating nearly \$750 million in annualized system-wide revenue. BrightStar Care® is consistently named in Forbes' Top Ten Franchises under \$150,000 initial investment. Shelly served as the 2017-2018 Chairwoman of the International Franchise Association (IFA), a top 25 association. Shelly was named IFA 2009 Entrepreneur of the Year and is a Certified Franchise Executive. Shelly Sun and BrightStar were featured on CBS' Undercover Boss. Shelly also published her first book, *Grow Smart, Risk Less*, where she discusses her journey as an emerging franchisor through amazing growth, lessons learned and game-changing ideas and has a Harvard Business School case study written about BrightStar's growth story under Sun's leadership. Prior to founding BrightStar, Shelly was a Certified Public Accountant and held executive positions with United Airlines, CNA Insurance and BlueCross BlueShield.