

## **Shelby L. Davis**

### **Sales & Marketing**

Shelby Davis joined Eternal Reefs in 2001. Ms. Davis has over 15 years experience in marketing primarily in the computer software and electronic banking and bill pay arena. Prior to joining Eternal Reefs, she held a number of marketing and sales positions including Broker Services Manager for Structured Financial Associates, Inc. (SFA) where she supported over 60 brokers providing structured settlements for personal injury victims.

Prior to SFA, Ms. Davis was Marketing Program Manager for Digital Insight where she created and executed direct mail and database-driven email marketing campaigns achieving an average 30% increase in online banking and bill pay customers at Digital Insight's client banks and credit unions.

Prior to Digital Insight, Shelby was the Sr. Marketing Program Manager for Inovis (formerly Harbinger) where she created and executed lead generation marketing campaigns for Electronic Data Interchange and direct mail and email campaigns to cross-sell other Inovis services and products to existing customers. Ms. Davis worked for Sterling Software prior to Inovis as Sales Development Manager where she managed a team of six inside sales representatives.

Shelby graduated from Georgia State University with a Bachelor of Business Administration and a major in Marketing and resides in Atlanta, GA.