Shumaker

Erica M. Shea

CHIEF MARKETING & BUSINESS DEVELOPMENT OFFICER

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VCard

As Chief Marketing & Business Development Officer for Shumaker, Erica plays an instrumental role in the firm's growth strategy and development. With an over 20-year background in sales and marketing, she spearheads revenue-generating initiatives, fosters high-value client relationships, and strengthens Shumaker's national brand equity.

Committed to understanding the evolving needs of businesses, Erica works closely with clients to align them with Shumaker's top-tier professionals to address immediate legal and legislative needs for long-term success. She oversees and helps develop strategies for client development, as well as communications, branding, social media, and all other facets of the firm's image. Erica also leads eleven core industry sector teams comprised of attorneys and advisors practicing across different service lines, collaborating with them to devise creative strategies for growth.

Erica's passion for giving back shines through her personal and professional life—from her dedication to forging community partnerships on behalf of the firm to her involvement in local organizations and leadership programs—reinforcing Shumaker's commitment to making a lasting impact in the communities it serves.

Outside of the office, Erica enjoys boating along the Hillsborough River with her husband and two children, enthusiastically

PRIMARY LOCATION

Tampa, FL

EDUCATION

B.S., Advertising, University of Florida

supporting the Florida Gators and Tampa Bay Lightning, and embracing new experiences — from live music of all genres to learning the art of tennis.

Languages

Spanish

PROFESSIONAL & COMMUNITY AFFILIATIONS

- Alliance of Mergers & Acquisitions Advisors (AM&AA)
- Association of Corporate Counsel West Central Florida Division
- CFO Exchange Group
- Children's Cancer Center, Tennis on the Green, Committee Member
- Entrepreneur's Organization, Tampa Bay Chapter, Strategic Alliance Partner
- Gracepoint Foundation, Board Member
- Jordan Giving Hope Foundation, Founding Board Member
- Tampa Metropolitan Area YMCA, Governance Board Member
- University of Tampa Board of Fellows
    - Business Network Symposium, Co-Chair
    - Immediate Past Chair, 2020-2021
    - Chair, 2019-2020
    - Chair-Elect, 2018-2019
    - Membership Chair, 2015-2017
- American Heart Association, Go Red for Women, Executive Cabinet, 2018
- Leadership Florida, Class XL
- Leadership Florida West Central Region, Communications Co-Chair 2024
- Leadership Sarasota, Class of 2018
- Leadership Tampa, Class of 2017
- Tampa Bay Economic Development Council, Business Retention Committee, Past Chair
- Tampa Connection, Class of 2014

HONORS

- *Tampa Bay Business and Wealth* Apogee Award Chief Marketing Officer of the Year, 2022
- *Business Observer's* 2017 40 Under 40

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