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## Shumaker's Chief Marketing and Business Development Officer Named Chief Marketing Officer of the Year

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Erica M. Shea

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**TAMPA, FL** — Erica M. Shea, Chief Marketing and Business Development Officer at Shumaker, has been named the 2022 *Tampa Bay Business & Wealth* (TBBW) Apogee Award: Chief Marketing Officer of the Year. The Apogee Awards recognizes 25 distinguished C-Suite leaders whose dedication to their industries and communities deserve particular recognition. The Apogee Awards program was created by *TBBW* magazine and honors executives in a variety of leadership roles representing Pinellas, Polk, Hillsborough, Manatee, and Sarasota Counties.

"Erica serves as a true leader both in her work for the firm and for the Tampa Bay community," said Ron Christaldi, Shumaker's Tampa Managing Partner. "She continually strives to make a positive impact, while encouraging others to follow suit."

In addition to winning the *TBBW* Apogee Award, Erica is a member of Leadership Florida's Cornerstone Class 40. She has deep roots with the University of Tampa Board of Fellows, where she currently serves as Co-Chair of the Business Network Symposium, and she was Chair from 2020-2021, Chair-Elect from 2018-2019, and Membership Chair from 2015-2017. Furthermore, Erica is a board member for Gracepoint Foundation; a strategic alliance partner with Entrepreneur's Organization, Tampa Bay; and a member of the Children's Cancer Center, Tennis on the Green. Erica is a graduate of the Leadership Sarasota Class of 2018, Leadership Tampa Class of 2017, and Tampa Connection Class of 2014.

"It is an honor to win the *TBBW* Apogee award, where I was a finalist alongside so many impressive executive leaders making such a tremendous impact here in Tampa Bay," Erica said. "I am thankful that

Shumaker has given me the runway to lead our marketing and business development strategy, where we as leaders strive to be difference makers with our clients, culture, and our communities.”

As Shumaker’s Chief Marketing and Business Development Officer, Erica serves as a revenue driver, client relations resource, and marketing strategist for the firm. With a 15-year background in sales, building relationships and rapport comes naturally to her as she meets with clients to learn more about the changes they may be facing in their business, introduces new businesses and referral sources to Shumaker attorneys, and meets one-on-one with the attorneys for strategy sessions to talk about future opportunities and how they can serve their existing clients. According to Erica, each day she can meet someone new is a great day for her.

A non-lawyer and creative person at heart, Erica brings a unique perspective to the table as she considers ways to facilitate connections and show clients that Shumaker is not only working for them on legal matters, but also for their overall business growth and success.