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## **RUSS DAVIS**

### **CHIEF MARKETING OFFICER**

Russ joined the YMCA of Metro Atlanta as chief marketing officer in June 2015.

Previously, Russ was director of marketing and public relations for the Northside Hospital healthcare system. With more than 19 years of experience in marketing and communications at Northside, he was an integral member of the hospital's leadership team. Before joining Northside Hospital, Russ was an account executive at GCI Group, an Atlanta public relations firm.



In addition to his marketing and communications expertise, Russ brings a leadership style of transparency, flexibility, strategic collaboration, and a commitment to achieving maximum results. As the CMO, he supports the organization's overall goals and provide insight and offer strategic communications solutions to the Y's leadership team.

Russ has a broad history of volunteer involvement and civic leadership. Currently, he is a Sandy Springs/Perimeter Chamber of Commerce board member and serves on the Mt. Bethel United Methodist Church administrative council. He is a 2014 graduate of Leadership Cobb and previously served on the Cobb Chamber's board. He is a past board member of the Metro Atlanta Chapter of the American Red Cross and currently is a member of the Public Relations Society of America's Georgia Chapter and the Atlanta Press Club.

Russ earned a bachelor's degree in communication arts from Georgia Southern University. He and his wife, Leslie, live in Cobb County and have two sons and one daughter, Carson, Zachary and Harper. He and his family enjoy the outdoors, including: golf, boating, swimming, camping, gardening, and helping coach youth baseball.