

## **Aricia C. Gallaher**

**Marketing and Business Development Director**

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With over two decades of experience in marketing operations, communications, public relations, event management, business development, and client relationship management, Aricia stands as a seasoned and versatile professional adept at navigating the intricacies of today's dynamic business landscape. Throughout her career, Aricia has consistently demonstrated a remarkable ability to drive impactful results and foster enduring connections. She has collaborated with a diverse range of clientele, including some of the nation's largest health systems. She has leveraged her comprehensive knowledge to orchestrate successful marketing campaigns, spearhead innovative communication strategies, and execute high-profile events that resonate with target audiences. As a visionary leader, Aricia has played a pivotal role in shaping the growth trajectories of numerous organizations, utilizing her strategic acumen to identify and capitalize on emerging opportunities. Her keen understanding of market trends coupled with her exceptional interpersonal skills has enabled her to cultivate strong client relationships and foster long-term partnerships built on trust and mutual success.

Aricia's passion for innovation and process enhancement is evident as she diligently uncovers business opportunities, executes strategies with precision, and champions customer service excellence. Her relentless pursuit of innovation and her ability to adapt to evolving industry landscapes make her a driving force in any team or organization she is a part of. Aricia consistently pushes boundaries and delivers unparalleled value in each project, showcasing her enthusiasm and commitment to excellence in marketing and business development. She holds a proven track record of achievement and a reputation for excellence, making her a trusted advisor and leader in her field. As she continues to make strides in her professional journey, she remains dedicated to driving positive change and shaping the future of marketing, communications, business development, and most importantly — the client experience.

When offering advice to aspiring professionals, Aricia emphasizes the importance of seeking out strong mentors. She underscores the value of

### **Education**

- B.S., The University of Tennessee at Chattanooga, 2000

cultivating connections with individuals at various stages of their professional journey to gain invaluable insights and guidance.

## Associations

### Professional

- American Marketing Association
- Law Vision's Business Development Directors Boardroom
- Legal Marketing Association
- Legal Sales and Service Organization
- Meritas North American Marketing Committee, Co-Chair, 2018-present
- Public Relations Society of America

## Noteworthy

- Legal Marketing Association's Presidents' Gift Recipient, 2014

## Community

- SPLASH Youth Arts, Volunteer, 2020-Present
- Chattanooga Women's Leadership Institute, 2014-Present
- Warrior Freedom Service Dogs, Volunteer, 2018-Present
- Warrior Freedom Service Dogs, Board Member, 2024

## Sidebar

When Aricia steps away from work, she embraces a world of creativity, wellness, and family. She loves traveling with her loved ones, cherishing every moment exploring new destinations — from sailing the Western Mediterranean to a poignant trip to the Philippines with her WWII veteran grandfather, which stands out. Their bond, forged through stories of courage and resilience, remains strong even after his passing. Her passion for the arts drives her to paint and collect art, reflecting her unique perspective on life. While she has completed two half-marathons, she finds joy in a scaled version of CrossFit, thriving on challenges that push her limits. At home, Aricia finds solace relaxing on the porch with her two beloved English Springer Spaniels, CoCo and Sir Remington.