

# Julie O'Keefe

## VICE PRESIDENT

Julie O'Keefe is Vice President of Gail Davis & Associates, one of the country's top speakers bureaus for legendary names in the worlds of business, politics, entertainment and media.

In her role as Vice President, Julie is the company's leading sales agent and provides insight into all company functions, from operations to speaker relations. Her customer-centric approach and deep speaker relationships are hallmarks of the leadership she brings to the company.

A testament to her client loyalty, since joining GDA in 2005, she has helped grow new business by 37 percent through increased commission structures and vendor partnerships. Julie's eye for detail and ability to connect the client's goals to the right speaker continue to set her apart.

Julie has more than 15 years of experience in marketing and speaker management. Prior to joining GDA, she spent ten years as marketing director for Childright, a Dallas-based company anchored by the nationally renowned child expert Madelyn Swift. While at Childright, Julie helped publish multiple national books as well as digital and interactive media curriculum.

Julie maintains an active role in the community. As a key member of the GDA team, she recently helped GDA earn a Community Service Award from the International Association of Speakers Bureaus (IASB). She is also a longtime member of the Colleyville Baseball Association where she has served on the board and in coaching roles.

Julie graduated with a Bachelor of Science from Barry University in Miami. She and her family live in the Dallas suburb of Grapevine.