

Fi360 CONFERENCE

APRIL 3RD - 5TH  2019  NASHVILLE, TN

Sheri Fitts

Founder, ShoeFittsMarketing



Sheri is well known in the financial services industry as a true creative force...who would imagine it all started at the tender age of five, selling her own homemade rose petal perfume in baby food jars, door-to-door.

Leveraging that entrepreneurial flair, Sheri debuted in the financial services industry as an award-winning graphic designer, progressed to participant curriculum design, and advanced to sales and marketing before stepping out on her own as a consultant and speaker.

Now, with more than 25 years of industry experience in her pocket, Sheri shares her success insights with retirement plan advisors, third-party administrators, and financial service organizations to help them make more meaningful connections by better leveraging marketing tools and developing a social media strategy that they can manage. She is a natural-born communicator, earning Toastmasters' adult-level Speechcraft certificate in the 8th grade. Now she's a sought-after speaker and has twice been named one of the 100 top influencers in the retirement planning (DC) industry.

She has received awards and recognition from the Plan Sponsor Council of America, Pension and Investments; National Association of Government Defined Contribution Administrators; and the International Association of Business Communicators.