

# CAU Alumni Spotlight

## Jeff Shirley



Jeff Shirley graduated from CAU's Graduate School of Business in May of 1990. In June of 1990, he began his career at Kraft Foods where he spent 11 years in Brand Marketing, Promotions, and eMarketing. During his tenure at Kraft, Jeff marketed some of the company's largest brands including Oscar Mayer Lunchables, Kraft Miracle Whip and Mayo, Kraft Salad dressing and Log Cabin Syrup. He joined Coca-Cola as the Senior Director of eMarketing for North America Brands in 2001 and joined Georgia Pacific in Sept 2002 as the Director of eMarketing for their Towel, Tissue, and Napkin Brands. In November 2004, Jeff was named Director – Diversity Business Development for Georgia Pacific. In that role, his team was committed to growing Minority Businesses through increased spending, strategic alliances, and capacity building. Realizing that he could never achieve Freedom & Time and Wealth working for someone else, Jeff left Georgia Pacific in September 2006 to start his own business. Jeff's vision is to help erase poverty in America by helping people to own a business in the lucrative field of Financial Services and teaching families basic financial principles that he was never taught in High School, College or Graduate School.

Jeff and his wife, Gina, are building a management team that is focused on helping families to create generational wealth. Their goal is to open 12 offices in the Atlanta Metropolitan area over the next 5 years to help achieve this objective. They are constantly looking for people who want to start a business, "own their life", and make an impact in the community. They are both licensed to help families with Life Insurance, Auto & Home Insurance, Retirement Savings, College Savings, Variable Annuities, Debt Management, Long Term Care, Mortgage Refinancing and Business Ownership. Jeff & Gina have done numerous "Financial Independence Seminar's" where they teach attendees how to develop a personal plan to create wealth and leave an inheritance for their children's children (Proverbs 13:22).

Jeff earned his Bachelor's Degree in Computer Science with a Minor in Mathematics from Alabama A&M University. He is a member of Alpha Phi Alpha Fraternity incorporated.

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