



## Director of Strategy and Business Development Aimee Massey

Aimee joined Revolution Partners in April of 2018, bringing a passion for developing teams and nurturing leaders. She is an implementation powerhouse, with extensive experience turning concepts and strategies into deliverables. Aimee's thorough attention to detail as well as her dedication to realizing the potential of people make her a highly respected asset for our growing firm.

Before joining Revolution Partners, Aimee was most recently Director of Certifications at Cannon Financial Institute, where she managed all operational aspects of Cannon's designations and coordinated the participant and graduate experiences.

Prior to her work for Cannon, Aimee's professional strengths were cultivated at Morgan Keegan in Memphis beginning in 1997, where she learned key operational aspects of the brokerage industry and helped retail branch associates utilize technology tools to implement effective practice management strategies. As Associate Director of Business Development and Training she realized her passions for developing people and enhancing team collaboration. During this time, she was instrumental in the creation of several development programs, including Morgan Keegan's program for new financial advisors. This program was recognized in a 2008 McLagan survey for trainee production well above peer averages and condensed program duration as compared to peer firms.

In 2009, she became the Director of Project Management within Wealth Management Services (WMS), a team of over 130 employees. Here, she was responsible for key departmental projects and initiatives, aligning the objectives of each to the organization's strategies, business processes, people, and technology. With the Morgan Keegan integration with Raymond James in 2013, Aimee managed the training initiative for the conversion, which provided content, training and onsite support to approximately 1600 advisors, support staff, managers and home office employees.

Aimee graduated *cum laude* with a Bachelor of Science degree in Psychology from Vanderbilt University. During her studies at Vanderbilt, she completed a semester abroad in Leeds, England, and worked there for BT Mobile after graduation. Aimee's professional certifications include a Six Sigma Green Belt, a Business Process Management Professional certificate, and a Business Process Management Advanced Professional certificate.

Aimee and her husband Robert have four children. She volunteers with Wyldlife, which is a Young Life mentoring organization for middle schoolers, serves as a parent ambassador for the Shelby County Schools and is a parent advisory board member for SunFish Children's Theatre. While her days are always full, Aimee has a disciplined way of making time for her priorities, such as playing with each of her children and going on short runs for personal time outside. Aimee also likes to read, take pictures, hike and travel.