

Shana Medley

Communications Strategist, Reef Capital

Moderator



Shana Medley is a communications strategist who has spent nearly two decades helping exceptional organizations find the words that match the weight of their work.

She currently leads communications and PR strategy for Reef Capital Partners, a vertically integrated investment and development firm responsible for more than \$2 billion in projects across sought-after destinations in the United States, shaping narrative for a portfolio that includes luxury resorts, private clubs, golf courses, and residential communities. Her career has taken her inside some of the most complex, high-profile communications environments in real estate, hospitality, and sports. She directed marketing strategy and media engagement for the Farmers Insurance Open, one of the PGA Tour's premier tournaments held annually at Torrey Pines.

Earlier, she held a senior marketing role at Harrah's Resort Southern California, leading the repositioning and rebranding of the property during a period of significant expansion, a campaign that drove measurable increases in visitation, occupancy, and revenue while elevating the property's profile regionally and nationally. That work led to a broader role at Caesars Entertainment, where she held senior marketing and strategic communications responsibilities across the enterprise.

Through every role, the through line has been the same: helping exceptional organizations and the leaders behind them communicate with the clarity and authority their work deserves.