Ellen Davis  
Senior Vice President, NRF  
Executive Director, NRF Foundation

In March 2012, Ellen Davis was named Senior Vice President of NRF and Executive Director of the NRF Foundation, the education and research arm of NRF.

In this role, Davis will be tasked with restructuring the NRF Foundation to more closely align with NRF’s strategic plan, taking the organization’s multimillion-dollar Retail Means Jobs campaign to the next level by emphasizing retail’s contributions to the economy and the diverse career opportunities available within the industry. She will also oversee a team managing NRF research projects, professional retail certification and training programs, initiatives to develop the next generation of retail leaders, and university partnerships. Additionally, Davis will continue to serve as a chief spokesperson for NRF on retail industry trends.

Davis joined NRF in 2002 as manager of media relations, continuing in positions of greater responsibility until being named vice president in 2008. During her tenure, she has led the team responsible for NRF consumer research and industry trends as well as NRF communication vehicles, including social media, NRF SmartBrief, and Retail’s BIG Blog. Most recently, she played a key role in the implementation of NRF's multimillion-dollar Retail Means Jobs campaign, a strategic initiative that highlights the retail industry's role in job creation and innovation.

As a retail industry expert, Davis has appeared on dozens of broadcast news programs including Your World with Neil Cavuto, CNBC's Squawk Box, and Good Morning America. She has also been quoted numerous times in USA Today, the Wall Street Journal, and the New York Times. Her posts on Retail's BIG Blog about top industry trends continue to be among the most read on the site. In addition, Davis has appeared as a keynote speaker at industry conferences including the National Confectioners Association’s Candy EXPO and the National Stationery Show. After coining the phrase “Cyber Monday,” which is now considered by the media, consumers and retailers as the official kickoff of the online holiday shopping season, Davis was named one of “15 to watch” by PR Week magazine, a prominent trade publication for communications professionals.

Prior to joining NRF, Davis worked at a retail advertising agency in St. Louis. She also served as a media spokesperson for the Annual Better Homes & Gardens/Barbie mall tour in 2001.

Davis graduated with a degree in communication from Millikin University in Decatur, IL. She was born and raised in Galesburg, IL, and now lives with her husband and son in Arlington, VA.