

## **SHANI REARDON**

### **Owner – Modus Direct**

Shani Reardon is the owner of Modus Direct, a Sarasota based television advertising agency opened in 2009. Shani has been a trusted name in Direct Response marketing, with a specialty in television, for over 20 years. Prior to opening Modus Direct, Shani served on both the client and agency side, leading the formation of corporate process, integrated sales, customer service and media teams with offices across the country. She has been fortunate to represent brands such as Hoveround Corporation, Orkin Pest Control, Guaranteed Rate, The Lasik Vision Institute, Dyson and Combe, Inc. (Vagisil and Just for Men brands).

Shani is a member of WBENC (Women's Business Enterprise National Council), DRMA (Direct Response Marketing Alliance) and has been published in industry journals such as Performance Insider, DM News and Media Post. She holds a Bachelors of Science in Marketing and a Bachelors of Arts in Fine Arts from the University of South Florida.