



SAVVY EVENTS & MARKETING

thehouseofsavvy.com

Crystal Black Davis launched Savvy in the fall of 1998 as an entity to host fundraising events and provide marketing support for the charitable causes she was involved with. The more people saw her work, the more they requested her services. In 2006, Crystal honed in on a niche and began to focus her attention exclusively on the gourmet and specialty food industry. Savvy began to grow its base organically, developing into what it is today, a food marketing firm with a solid reputation for creating awareness and driving demand for gourmet brands.

Throughout her career, Crystal has broadened the visibility of programs for the United Kingdom Trade & Investment Association, National Association of Workforce Boards and Hewlett Packard through her work as Global Business Development Manager for Simdesk Technologies. Now with her focus squarely on leading the operations of Savvy, she currently manages the branding and promotions for clients such as Champignon North America, Old Amsterdam Dutch Gouda (Norseland Inc.), Tasty Bite Indian Cuisine (Preferred Brands International), Faso Foods and Valley Produce Company, a gourmet manufacturer based in Melbourne, Australia founded by celebrity chef Chris Smith, a.k.a. "The Chivalrous Chef."

Crystal is a passionate writer, launching Hudson Row Publishing and releasing her first fiction novel, *Shaken and Stirred*, in June 2009. Working with food for a living and having a knack for hosting chic cocktail parties, Crystal created the popular blog, *Entertaining: Purveyors of the Lost Art*, to provide readers with tips on planning (and surviving) their own cocktail and dinner parties. In addition to the blog, Crystal has penned a guide book for entertaining, *The Savvy Soiree*, which will be released in the fall of 2010.

Crystal, a graduate of Indiana University, is an active member of Alpha Kappa Alpha Sorority, Inc., and through membership and volunteerism is involved with some of the top arts and cultural institutions in New York City such as Modern Museum of Art (MoMA), Brooklyn Museum, Studio Museum in Harlem and New York City NPR Affiliate WNYC.

Crystal is a former board member of the Indianapolis Museum of Art-Contemporary Art Society & Young Friends of Art, Indianapolis Downtown Marketing, Inc. and Indiana Avenue Cultural District, representing the historic Madame C.J. Walker Theatre.

Crystal resides in New Jersey with her husband Anthony, a marketing executive at Pfizer.

