



Shelly Towns

**Chief Marketing Officer
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Shelly Towns is the chief marketing officer at Lantern, where she is responsible for brand, demand and member utilization. Shelly brings 25 years of marketing experience in tech and health care, including leading through an IPO and private equity-backed merger. Prior to Lantern, Shelly served as the chief marketing officer of Marathon Health and SVP, product, at Angie's List. Shelly is a frequent speaker and has been recognized as a Forty Under 40 and a Woman of Influence by the *Indianapolis Business Journal*.