

Ashley Elkins is the founder and CEO of Vitality South Marketing, a Tupelo-based agency established in 2019 that has supported hundreds of businesses with their marketing needs. Under her leadership, the company expanded to include a software development division in 2020 (now rebranded as Ryse Software), an IT department in 2021, and the 2024 acquisition of Active Datacomm to further support local businesses with technology solutions. Most recently, she co-founded Wire Safe Solutions in 2025, a networking and low-voltage cabling company providing physical infrastructure support.

Elkins began her career managing \$2.5 million in accounts as an Account Manager with W.W. Grainger, where she worked for seven years. She then joined the Daily Journal, where she spent seven years as Interactive Director, overseeing online sales for seven newspaper entities, and launched and operated Thrive Marketing, the company's in-house marketing agency.

She holds a Bachelor of Science in Marketing from Mississippi University for Women and an MBA with concentrations in Organizational Development and Leadership from Georgia State University.

Since moving to Tupelo in 2011, Elkins has been active in community and civic life. She serves as Chairman of the Vitalant Community Blood Bank, is a member of the CDF Board, the Minority PUL Alliance, PRAM, and BNI, and has been a Sunday school teacher for five years.

She has been married to her college sweetheart, Chris Elkins, since 2004. Together they are raising two daughters, Vivienne, a freshman, and Layla, a seventh grader in Tupelo schools.

