



Mrs. Susan Daw

July 15, 1969 - November 26, 2023

Susan Shirley Daw, age 54, passed away peacefully on Sunday, November 26th, 2023, at her home in Alpharetta, Georgia surrounded by her family. Susan was the daughter to the late Judith and Beuford Shirley and is survived by her husband, Robert Daw; two children: daughter, Cassidy Daw and son, Sam Daw; sister, Alison Alexander (Kurt) and brother, Bradford Shirley (Amanda); 3 nieces and 7 nephews; and many extended family members and friends.

Sue was born on July 15th, 1969, in Miami, Florida. She spent her early childhood in New Jersey before her family moved to San Antonio, Texas where she completed high school. Sue went on to attend the University of Texas at Austin (Hook 'em Horns) where she received her Bachelor of Journalism. During college, Sue spent a summer living in Alicante, Spain where she became fluent in Spanish and remained bilingual throughout the rest of her life.

Upon graduation, Sue moved to Atlanta, Georgia where she met her husband, Robert Daw. They were married for 24 years and blessed with two loving children, Cassidy Keeling Daw and Samuel Ferguson Daw who were raised in Roswell, Georgia.

Sue was extremely driven and successful in her professional life. Sue began

her career in Marketing and Communications working for Nortel, Elastic Networks, and Incanta before embarking on an admirable 22-year journey at Digital Envoy/Element. She started as the Director of Marketing and Communications and was promoted to Sr. Director after paving the way for much (if not all) of the company's marketing efforts. In 2015 she was named VP of Marketing while also moonlighting in sales and continued to excel. She transitioned fully to sales in 2020-21 where she planned to finish her career using her expertise to add immense value to the sales organization. Sue led by example and left her mark on the company brand and on its success in the AdTech world.

Everyone who knows Sue knew she was caring, loyal, tender-hearted, bright, humorous, eloquent, confident, hardworking, fun-spirited, and welcoming. She could turn a stranger into a friend in a matter of minutes. She had a gift of connecting with people and making a strong impact on all who knew her. Sue was a one-of-a-kind woman with a zero-bullshit tolerance!

Sue enjoyed many things including quality family time, a cold beverage on the beach or at the lake, a broad variety of music, watching her kids play sports, a cozy rainy jammie day, good company, fishing at the Shirley family farm, catching up with her girlfriends, a good book, and finding a good recipe. She was amazing at puzzles, crosswords, writing, and never failed to beat anyone at Scrabble and Jeopardy. She loved to travel and some of her greatest memories were spent with her family in England. Sue was loved by so many people that she touched and will surely be missed by all.

A private family memorial service will be held at 11am on Saturday, December 9th at the Greenlawn Cemetery in Roswell, Georgia where a memorial bench will be placed in her honor. In addition, a memorial service and family gathering will take place at the Shirley Farm in the spring where a headstone will be placed in her honor at the family cemetery alongside many beloved

family members.

Following the private service on Saturday December 9th, all family and friends are welcome to attend a Celebration of Life which will be held at 760 Burning Tree Dr. SE, Marietta, GA 30067 from 3-6pm. Please come hungry, dressed casually, and ready to have a drink in Sue's honor, per her request!

In lieu of flowers, please send donations to the American Cancer Society here (https://donate.cancer.org/?campaign=honormemorialmedia&utm_source=google&utm_medium=cpc&utm_campaign=%5BB%5D+-+American+Cancer+Society&utm_term=american%20cancer%20society%20donation&gad_source=1&gclid=Cj0KCQiAgqGrBhDtARIsAM5s0_nAgWV9zMFWaV6HlbR7-FNbys92TMO4ZMqD-TEqnFNLnDhQRAMJ9UgaAnVEEALw_wcB)

Cemetery Details

Cremation - Northside Chapel Crematory

12050 Crabapple Road
Roswell, GA

Tribute Wall

JN

“ I worked with Susan in the Comms group at Nortel. In addition to being a talent, she was a great teammate and a straight shooter with a wicked sense of humor. Sending belated condolences to her family.

Joey Nord - June 19, 2024 at 09:15 PM

JN

Please change my email to joeylnord@comcast.net

Joey Nord - June 19, 2024 at 09:16 PM

SC

“ Lovely memories of a beautiful human, who will be dearly missed by so many. Xx



Sharon Castelow - December 08, 2023 at 03:56 PM

CL

“ We have so many fond memories of spending happy times with Sue and Rob -especially singing “ You’ll never walk alone” at your wedding. Sue was a beautiful bride that day and for the days, months and years that followed. We are so very sorry for your loss Rob Cassidy and Sam - Our thoughts are with you
Much love
Cliff and Mary Mullaney

cliff - December 03, 2023 at 01:04 PM

CE

“ My heart is breaking for all of you. Sue was so special to everyone she met and even though I haven't seen the family for a while, I do think of you often. God must have had some special plans for Sue to require her presence so soon, but I pray for your comfort until you meet again.

Cinda Emerson and Family

Cinda Emerson - December 02, 2023 at 07:02 AM

DR

“ A Bright light in this world was extinguished. As I write this, “No Woman, No Cry” is playing in the background. Rob, Cassidy and Sam, I can't image your loss.

I was lucky enough to meet Susan and Rob through mutual friends when our kids were still young. We spent good times celebrating life (pic-my 40th birthday party), laughter (wish I could find the video of us laughing at Rob dancing 🕺 @NYE Jordan's). To family and friends, our loss is so unfair.



David Robertson - December 01, 2023 at 07:14 PM

LC

“ There were some weekends growing up where Sue saw me more than my own parents. She loved and treated me like one of her own and I will miss all our laughs. I’m so thankful her light and legacy live on, especially in her children❤️ Love you Sue sue- I’ll take care of our gorilla girl



Lexi Curtis - December 01, 2023 at 12:04 PM