

# Sherré L. DeMao

## Expertise

Entrepreneurial Best Practices  
Business Planning & Marketing Strategy  
Ideal Target Market Profiling  
Organic Growth & Profitability  
Small Business Advocacy  
Branding / Positioning  
Competitive Analysis  
Corporate Image & Identity

Customer Relations  
Referral Relations  
Internet Presence  
Strategic Involvements  
Public Relations  
Awards & Recognition  
CRISP Principle®  
Life Synergy™

## Achievements

2015 International Consultancy Award, Corporate Vision Magazine  
2014 Accepted into the National Society of Newspaper Columnists  
2013 *Me, Myself and Inc.* - chapter in *Smart Start-Up* college textbook.  
2012 January cover story in Women With Know How Magazine  
2011 *50 Marketing Secrets* receives rave review from *ForeWord Reviews*  
Mover & Shaker's issue cover story in Business Leader Magazine  
2010 *50 Marketing Secrets* Top Business Shelf Pick by Midwest Book Review  
Mover and Shaker, Business Leader Magazine  
2009 *Me, Myself & Inc.* named must-read by Midwest Book Review  
Women Extraordinaire, Business Leader Magazine  
50 Most Influential Women in Charlotte, Mecklenburg Times  
2008 Mecklenburg Times, Power Player  
2007 Top 50 Enterprising Women in North America  
2006 SBA – SE Women in Business Champion  
Top 25 Women in Business, Charlotte Business Journal  
Finalist, Entrepreneur of the Year, Charlotte Chamber  
IABC Charlotte Silver Crown Awards, BMA ProAd Awards  
2004 National Leadership Award, NRCC  
2001 National Telly Award  
2000 Finalist, Entrepreneur of the Year, Charlotte Chamber  
40 under 40 Winner, Charlotte Business Journal  
1997 Woman Business Owner of the Year, NAWBO-Charlotte



Sherré DeMao is founder, CEO and Strategy Maestro of SLD Unlimited Biz Growth Inc, an award-winning firm specializing in next-level, next-idea solutions for entrepreneurial enterprises. She is an expert in helping entrepreneurs prosper in life and in business, and has dedicated her 30-year career to this purpose.

Her firm has earned more than 50 awards locally, regionally, nationally and internationally. Her business acumen, advocacy and innovative approach to advising and working with entrepreneurs has resulted in national recognition including being honored with a Small Business Woman Champion Award (2006) by the Small Business Administration, named among North America's 50 Most Enterprising Women (2007), and was recently recognized with an International Consultancy Award by Corporate Vision Magazine (2015).

Sherré inspires high achievers across the globe through her speaking, weekly eZine, monthly columns, and national contributing articles. Her book entitled, *Me, Myself & Inc.* was named a Top Business Shelf Pick by Midwest Book Review in 2009. Her book, *50 Marketing Secrets of Growth Companies in Down Economic Times*, received national acclaim as a book "business marketers will refer to time and time again" by *ForeWord Reviews*. Her next book, *The Profitability Quotient*, will be released in 2016.

[sherre@sldunlimited.com](mailto:sherre@sldunlimited.com)

T 704.483.2941

C 704.231.3847

## Current Professional & Civic Affiliations

American Society of Newspaper Columnists, Member  
Carolina Thread Trail – Lincoln County, Advisory Board  
Institute of Management Consultants, Board Member  
Lincoln Economic Development Association, Member  
National Association of Women Business Owners (NAWBO)  
Past President, Awards Committee  
BIG Council, Member  
Women Executives of Charlotte, Member and Mentor  
Numerous NC Small Business Centers, Advisor / Instructor

## Author / Columnist / Contributing Writer

Author, Chapter 2: *Me, Myself and Inc.*, in Cognella text book, *Smart Start-Up Management – Operating Your Business Effectively*  
Author, *50 Marketing Secrets of Growth Companies in Down Economic Times*  
Author, *Me, Myself & Inc. – A Synergized World, An Energized Business, Living Your Ultimate Life*  
Contributing Writer, *Enterprising Women Magazine*, *Women With Know How*, *Entrepreneur.com*, *Business Insider*, *FoxBusiness.com*  
Columnist, *BizGrowth 5.0*, *Northeast Business Today*  
Columnist, *Me, Myself & Inc.*, *Sophie Woman's Magazine*  
Co-author, White Paper on Federal Procurement Practices, 2006

## Education

Columbus College of Art & Design, Undergraduate/Advertising  
Brescia College, Undergraduate/Business Marketing