

Sherré L. DeMao

Expertise

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

Customer Relations
Referral Relations
Internet Marketing
Strategic Involvements
Public Relations
Awards & Recognition
CRISP Principle®
Work / Life Synergy



Achievements

- 2009 50 Most Influential Women in Charlotte
- 2008 Mecklenburg Times, Power Player
- 2007 Golden Crescent Top Women Business Leader
Top 50 Women, Enterprising Women Magazine
Finalist, Queens University Business Woman of Year
IABC Charlotte Silver Award, BMA Pro-Ad Awards
- 2006 Small Business Administration
Southeast Region Women in Business Champion
North Carolina Women in Business Champion
Top 25 Women in Business, Charlotte Business Journal
Finalist, Entrepreneur of the Year, Charlotte Chamber
IABC Charlotte Silver Crown Awards; ProAd Awards
Special Projects Award, Brochure Design
International Economic Development Association
- 2005 IABC Charlotte Gold Crown Award; ProAd Awards
- 2004 National Leadership Award
National Republican Congressional Committee
- 2001 National Telly Award; ProAd Award
- 2000 Finalist, Entrepreneur of the Year, Charlotte Chamber
40 under 40, Charlotte Business Journal
- 1997 Woman Business Owner of the Year NAWBO-Charlotte

Current Professional & Civic Affiliations

National Association of Women Business Owners (NAWBO)
Charlotte - Past Presidents Council, Awards Panel
eWomenPublishing Network, Member
Women Impacting Public Policy – Member
Gaston College-Small Business Center - Advisory Board / Instructor
Cabarrus/Rowan-Small Business Center – Consultant / Instructor
Catawba Valley – Small Business Center – Consultant / Instructor
Rowan/Cabarrus – Small Business Center - Instructor
Lincoln Economic Development Association - Member
Lincoln Theatre Guild – Board of Directors
Metrolina Theatre Association - Nominator

Guest Columnist / Contributing Writer

Enterprising Women Magazine, Contributing Writer
Northeast Business Today, Monthly Columnist, Savvy Business Owner
Co-author, White Paper on Federal Procurement Practices with Small,
Women, and Minority-owned businesses, 2006

Education

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

Sherré DeMao is Chief Marketeer of SLD Unlimited Marketing/PR, Inc., an award-winning marketing consulting, branding and strategy firm. She is passionate about helping entrepreneurs prosper in life and in business, and has dedicated her twenty-five-year career to this purpose.

Her firm has won numerous awards including the Telly, ProAd, PICA, Addy and IABC Crown. In 2004, Sherre was honored with a National Leadership Award for her small business advocacy. These efforts were among the reasons she was recognized in 2006 as a Small Business Woman Champion by the Small Business Administration. In 2007, Sherré was named among the 50 Most Enterprising Women in North America by Enterprising Women Magazine.

Sherré co-authored a white paper on federal government contracting practices with small, women-owned and minority-owned business, which was published by the National Association of Women Business Owners in February 2006. The paper included 34 recommendations to federal agencies, which is still being used as a resource today. Sherré frequently provides commentary and perspective to local and national media. She writes the monthly Savvy Business Owner column in Northeast Business Today and is a contributing writer to Enterprising Women Magazine, inspiring more than 200,000 business owners online and in print.

Her book entitled, *Me, Myself & Inc. A Synergized World ... An Energized Business ... Living Your Ultimate Life*, will be available nationally and internationally in September of 2009.