

Sherré L. DeMao

Expertise

Entrepreneurial Best Practices
Business Planning & Marketing Strategy
Ideal Target Market Profiling
Organic Growth & Profit-sizing
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

2010 Me, Myself & Inc. named must read by Midwest Book Review
2009 Women Extraordinaire, Business Leader Magazine
50 Most Influential Women in Charlotte, Mecklenburg Times
2008 Mecklenburg Times, Power Player
Pro Ad Awards, Identity/Branding
2007 Golden Crescent Top Women Business Leader
Top 50 Enterprising Women in North America
IABC Silver Crown Award, BMA Pro-Ad Awards
2006 Small Business Administration
Southeast Region Women in Business Champion
Top 25 Women in Business, Charlotte Business Journal
Finalist, Entrepreneur of the Year, Charlotte Chamber
IABC Silver Crown Awards; BMA ProAd Awards
2005 IABC Gold Crown Award; BMA ProAd Awards
2004 National Leadership Award - NRCC
2001 National Telly Award; BMA ProAd 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

Current Professional & Civic Affiliations

National Association of Women Business Owners (NAWBO)
Past President, Awards Committee
eWomenPublishing Network, Member
eWomenNetwork, Charlotte Region Leadership Team
Women Impacting Public Policy – Member
Numerous NC Small Business Centers- Advisor / Instructor
Lincoln Economic Development Association - Member
Lincoln Theatre Guild – Immediate Past President
Metrolina Theatre Association - Nominator

Author / Columnist / Contributing Writer

Author, 50 Marketing \$ecrets 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 Entrepreneur, FoxBusiness.com
Columnist, Savvy Business Owner, Northeast Business Today
Co-author, White Paper on Federal Procurement Practices, 2006

Education

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



Sherré DeMao is founder and 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 26-year career to this purpose.

Her firm has won numerous awards including the Telly, ProAd, PICA, Addy and IABC Crown. In 2004, Sherré 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 North America's 50 Most Enterprising Women.

Sherré inspires millions through her weekly Monday Motivation & Insight, monthly Savvy Business Owner column in Business Today, and through her contributing articles to Enterprising Women, Women Entrepreneur, Business Insider, Entrepreneur.com, Yahoo Small Business and FoxBusiness.com.

Her book entitled, *Me, Myself & Inc. A Synergized World, An Energized Business, Living Your Ultimate Life*, released in January, 2010, is available nationally and internationally at Barnes & Noble, Amazon.com and other outlets. She has recently completed her next book, *50 Marketing \$ecrets of Growth Companies in Down Economic Times*, for national release in Fall of 2010.

**Inspire new thinking.
Empower positive change.**

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