

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

- 2011 *50 Marketing Secrets* receives rave review from ForeWord Reviews
- 2010 *50 Marketing Secrets* named 5-Star Read by Armchair Interviews
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
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
Women Executives, Charlotte
Numerous NC Small Business Centers- Advisor / Instructor
Lincoln Economic Development Association - Member
Metrolina Theatre Association, Member, Nominator

Author / Columnist / Contributing Writer

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, Savvy Business Owner, Northeast Business Today
Columnist, *Me, Myself & Inc.*, Sophie Magazine
Co-author, White Paper on Federal Procurement Practices, 2006

Education

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

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Sherré DeMao is founder and Chief Marketeer of SLD Unlimited Marketing /PR, Inc., an award-winning strategic consulting, marketing branding and public relations firm. She is passionate about helping entrepreneurs prosper in life and in business, and has dedicated her 27-year career to this purpose.

Her firm has earned more than 50 awards locally, regionally, nationally and internationally. Her business acumen, small business advocacy and innovative approach to working with entrepreneurial businesses has resulted in national recognition including being honored with a National Leadership Award (2004), a Small Business Woman Champion Award (2006) by the Small Business Administration, and being named among North America's 50 Most Enterprising Women (2007).

Sherré inspires millions through her weekly Monday Motivation & Insight eZine, monthly *Savvy Business Owner* and *Me, Myself & Inc.* columns, and her national contributing articles to *Enterprising Woman Magazine*, *Business Insider*, *Entrepreneur.com*, and *FoxBusiness.com*. She also appears as a regular small business expert on the *Carolina Business Review*.

Her book entitled, *Me, Myself & Inc. A Synergized World, An Energized Business, Living Your Ultimate Life*, was named a Top Business Shelf pick by Midwest Book Review in 2009. Her latest book, *50 Marketing Secrets of Growth Companies in Down Economic Times*, has received national acclaim as a Top Business Shelf Pick by Midwest Book Review, a 5-Star Read by Armchair Interviews and a book "business marketers will refer to time and time again" by ForeWord Reviews.

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