



CHERYL COOPER PEREZ

ENTREPRENEUR ♦ INNOVATOR ♦ LEADERSHIP & BUSINESS DEVELOPMENT EXPERT ♦ MOTIVATOR ♦ EDUCATOR

Like you, entrepreneur and leadership expert Cheryl Perez has seen plenty of market and management trends come and go. With one would-be business guru after another lining up with the promise that only *they* can let you in on the secrets to success in your industry, how can you sift through all the promises to attain **real results**? At important career intersections, how can you know which paths to choose?

With over 20 years of experience and training in business coaching, business and nonprofit development, and public speaking expertise under her belt, Cheryl Perez possesses a uniquely qualified insider view of what makes a business truly succeed. Now the owner of multiple successful businesses, Cheryl started out “in the trenches” as a young sales associate. She has personally taken each and every step along the road to success, and is honored to be entrusted with sharing that roadmap with other professionals who are ready to pursue their own career and personal adventures.

Cheryl’s career journey has taken many exciting twists and turns over the years—some planned, and some not—and she’s excited to share the experiences and lessons learned that have shaped her successes... and how they can help shape yours too. Now the President and CEO of BIG-HR and CCP Enterprises, Cheryl has the experience and keen insights needed to address the complex questions and concerns that challenge businesses at every stage, from startups to established powerhouses.

Having worked directly with hundreds of business owners and thousands of their employees—as well as learning firsthand from her own experiences building business and nonprofit organizations from the ground up—Cheryl never promises to deliver any magic “tricks of the trade”. What she brings to the table are the actual **tools** of the trade, and she can teach the skills needed to use them to build the leadership and business foundations that will take the organizations to the next level.

CHERYL AT WORK



Cheryl is the founder and President of BIG-HR, the largest African-American woman-owned HR Consulting and Outsourcing firm in Northeast Ohio. She is also President and CEO of CCP Enterprises, a provider of customized business consulting resources and coaching services. In addition to leading these ventures, Cheryl enjoys stepping outside of the office as a highly sought speaker and educator and is proud to feature a broad portfolio of business development and leadership presentations and workshops.

CHERYL IN THE NEWS

Cheryl has received several awards and top honors throughout her career, recently including being a 2019 Honoree for Women for Economic Leadership and Development (WELD), the Progressive Woman Award from *Smart Business Magazine*, the Achievement in Excellence Award from National Sales & Marketing Executives (NSME), the Phenomenal Business Woman Distinction from the Presidents' Council, as well as Distinguished Alumni status from her alma mater. Cheryl is a proud member of the Society for Human Resources Management, the National Association of Health Underwriters, and the National Association of Women Business Owners.



CHERYL GIVING BACK

Outside of her professional work, Cheryl is proud to serve as an active participant and supporter of a wide variety of non-profit organizations. She currently serves as a Committee Chair on the Board of Directors for The Presidents' Council as well as The United Black Fund of Greater Cleveland, is a Board member and Government Affairs Council subcommittee member for the Greater Cleveland Partnership/Council for Smaller Enterprises (GCP/COSE), is the founder and President of the Board of the Minority Alumni Council of her alma mater, and is active on the Steering Committee and Programming subcommittee of The Soul of Philanthropy Cleveland, among others. Cheryl is also a proud member of the Delta Sigma Theta Sorority, serving as the Recording Secretary of the Youngstown Alumnae Chapter.



CLIENTS AND PARTNERSHIPS

Cheryl is proud of the meaningful and lasting relationships she's built with clients, partners, associates, and their businesses. She has collaborated with, provided services for, and conducted presentations and workshops for organizations spanning all sizes, industries, and needs. A small snapshot includes:



AREAS OF EXPERTISE

Cheryl Perez has developed and mastered a uniquely comprehensive skillset throughout the evolution of her career, which has spanned nonprofit development and capacity building, sales agency management and growth, small business creation and cultivation, leadership training and motivation, focused curricula for women and minority business professionals, and more. Some of her most popularly requested workshops and speaking topics include:

NONPROFIT CAPACITY BUILDING AND DEVELOPMENT

- The Nonprofit Startup Process
- Board Development
- Fundraising
- Strategic Planning
- Constituent Engagement

SMALL BUSINESS GROWTH AND DEVELOPMENT

- The Small Business Startup Process
- Process & Procedure Development
- Best Practices
- Strategic Planning
- Relationship Building
- Leadership Coaching
- Transition Management

LEADERSHIP & CAREER DEVELOPMENT

- Leadership Skills Training
- Concerns Unique to Women & Minorities in Leadership
- Motivation and Inspirational Seminars
- Team Bonding Workshops
- Business Retreat Planning & Coaching

INDUSTRY-SPECIFIC SPECIALTIES

- Human Resources Essentials & Hot Topics
- Insurance Agency Capacity Building
- Client Management & Service Training
- Sales Strategy & Success Training

BOOKING

To request a proposal for Cheryl to come to your next event, visit www.CherylCooperPerez.com.

Cheryl's acceptance of speaking engagement invitations and/or workshop applications will be considered based on a variety of factors such as scheduling, subject matter, travel required, and related expenses incurred.

Rates for Cheryl's appearances vary based on length and style of event, travel required, and other factors. Please contact us for a customized proposal.

Cheryl is pleased to be able to donate a limited number of speaking engagements with waived or drastically reduced fees to organizations and causes close to her heart. If you would like to be considered for one of these spots, contact us for an application.