



Sherrie Terry

Volunteer Consultant

Volunteer Since: 2015

OneSource Center

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Professional History

- Sherrie L. Terry Consulting, L.L.C
- Fresh Solutions Network, L.L.C.
- Chiquita Brands International, Inc.
- Vlastic Foods, Inc.
- Conagra Foods, Inc.
- Dr. Scholl's, Inc.

Education

- M.B.A., Marketing, University of Memphis
- B.A., Business Administration, Lewis and Clark College

Sherrie is an accomplished leader of brands, businesses, and teams. A classically trained consumer product marketer with demonstrated success in both Fortune 1000 corporations and privately-held entrepreneurial start-ups, Sherrie leverages her marketing and general management expertise to improve brand performance, marketing and sales effectiveness, and total company operations. She creates value and breakthrough results by seeing patterns and possibilities, turning insight into innovation, and inspiring teams to deliver superior business performance.

Sherrie feels strongly about helping the community achieve healthy outcomes. She is a past board member of Produce for Better Health Foundation and the United Fresh Produce Association. She also served on the Produce Marketing Association advisory committee for Team FNV and as social media administrator for the Summit Country Day Baseball Team.

OneSource Experience

Sherrie developed the positioning and marketing plan for Families Matter and the impact assessment tools and strategy recommendations for Music Resource Center. She developed the first fully integrated marketing plan for the newly rebranded OneSource Center as well as the structure for a comprehensive data base of Cincinnati area nonprofits. Sherrie was an integral part of a committee tasked with establishing formal client interview design and interpretation best practices and related training programs for OneSource volunteers. She led the development of strategies and tactics to reignite OneSource Center consulting services awareness, demand, perceived value, and revenue. Building Blocks recruited Sherrie to conduct its workshop on marketing plan development.