

## Sherry Hartnett

A management and leadership consultant, coach and speaker, Sherry Hartnett is one of those leaders who finds personal satisfaction in assisting individuals, teams and organizations in achieving solutions that benefit both the employee and the organization. As a dynamic and creative executive for more than 20 years, she has coached a number of teams in various not-for-profits and for-profit industries. An engaging, enthusiastic and accessible personality, Sherry has a passion for delivering value and benefits to her customers.

Her interests and passion have led her to embark upon her own consulting practice where she focuses on helping leaders achieve better results by improving the effectiveness of their teams and the strength of their organizations. Sherry helps companies to develop strategic plans and marketing communications that lead to improved business performance. She has been widely recognized for her efforts in leading multiple teams dedicated to building an engaged workforce, improved customer experience and revenue growth.



Sherry has extensive experience in the marketing and development field as a senior executive at several companies including Baptist Health Care, a highly-regarded healthcare system that has been recognized as a Malcolm Baldrige National Quality Award winner

### EXPERIENCE

and as one of FORTUNE Magazine's 100 Best Places to Work; Gannett Co., Inc., one of the world's largest media companies; and Faulkner Advertising Associates, a national advertising agency. Throughout her career, she specialized in thinking critically and holistically about markets, opportunities and possibilities; expanding and diversifying revenue streams; training, building and leading teams of marketers; branding companies and their products; developing strategic partnerships and alliances; and marketing to both businesses and consumers. Sherry has proven experience in developing and implementing strategic plans that lead to increased sales and profitability.

Within Gannett, Sherry repeatedly won recognition for excellence in innovation and for marketing leadership. She received the national Distinguished Marketing Achievement Award, one of the highest honors bestowed by the Newspaper Association of America's Market Development & Promotion Federation. She has won numerous national and regional advertising awards and has been a speaker, trainer, coach and facilitator of workshops across the country. Sherry has addressed groups ranging from senior level executives to front line staff to large association conference audiences.

Sherry holds a Bachelor of Science in Marketing from Towson University and a Master of Science in Business from Johns Hopkins University. She is currently pursuing her doctorate in Business at Georgia State University.

Dedicated to driving innovation and advancing best practices, Sherry helps organizations attain their highest levels of growth and success. She is an expert in helping clients develop high performing teams, a dynamic strategic planning process, and marketing communications that inspire action. She delivers clients significant, measurable, performance results that empower their organizations to succeed.

### AREAS OF EXPERTISE

- Marketing • Strategic Planning • Marketing Research • Communications
- Brand Development • Team & Leadership Development

## ENDORSEMENTS

### *Ability to Grow Market Share*

“During Sherry’s tenure, we saw tremendous growth and differentiation in our company . . . . Sherry did a remarkable job...and we believe the benefits of her efforts directly impacted our ability to grow market share. In addition, Sherry also led the Baptist Health Care Foundation . . . and was successful in raising millions of dollars for our system to use in serving our communities. Sherry has been an invaluable member of our team and I’m sure she will be to yours as well.”

— *Al Stubblefield*  
Former President and CEO  
Baptist Health Care

### *Creative Problem Solver*

“Sherry is a creative problem solver and she will rarely show up at your door without two or more alternative solutions to the problem at hand.... Sherry Hartnett is one of the most dedicated professionals that I have come to know in my 35-years of senior-level, management experience. I would not hesitate putting her in charge of the most demanding activity within the organization...In short, Sherry is a smart, socially responsible leader capable of taking your organization to the outer limits of your vision.”

— *Jerry Maygarden*  
Former Mayor of Pensacola, House Majority Leader for the State of Florida and President of the Baptist Health Care Foundation

### *Created Market Momentum*

“Sherry Hartnett is an outstanding senior level business leader, marketer and brand manager. As important, she has successfully coached, trained and developed hundreds of other executives and managers during her career.... Her strategic vision and planning fueled numerous innovations that increased both bottom line profits and market share.... Her creativity and brand management skills — in addition to earning industry recognition — have kept her brands relevant to consumers and created market momentum. She exemplifies the principles and ethics that organizations need. Sherry is up-front, honest, and accountable. I hope you will consider making Sherry a partner in your success. She is a positive force in everything she does...and a wonderful human being to work with.”

— *Michelle Foster*  
Former Vice President/Market Development  
Gannett Co., Inc.



*For information about how Sherry Hartnett can help your organization improve results, please contact her today:*

**sherry@hartnettsolutions.com • 850.696.2176**