

# Sherryl Dever is ...

An American, entrepreneur, business performance specialist, author and speaker. She has spent the last 30 years fully invested in supporting the success of business owners and early stage growth companies.

Over the last three decades, Sherryl, in various engagements has acted as Chief Strategy Officer; Chief Operations Officer, Management & Marketing Consultant, VP In Charge of Operations Development in a multitude of industries. Predominantly service businesses, the professions, retail, and medical device manufacturing in Northern California and Silicon Valley.

Sherryl has facilitated more than 15,000 one-on-one and small group strategic advisory sessions on topics including; business performance and strategic planning; business growth and expansion; succession; funding strategies; family businesses dynamics; sales system development, branding/marketing; leadership, business manners, project management, organizational and personnel development; human resource information systems; ERP technology integration; ISO 13485 quality system integration, 5S and lean manufacturing practices.

Ms. Dever's track record includes dramatically increasing gross annual sales of small businesses and increasing client company/business valuations from \$50,000 to \$10,000,000.

To her credit she has had more than a dozen articles published on various business topics, written and published the book *"7 Secrets of Business Wisdom – Finding True Wealth: More Money, Time & Meaning In Entrepreneurship"* found on Amazon.com

Currently, in addition to her client associations, she heads a business research & think tank located in Sonoma County California focused on developing specialized resources for smaller and emerging growth companies.

Sherryl lives in Pacific Beach, California with her husband and long-time business partner Bruce.



Sherryl Dever  
Business Performance Specialist

Consulting Leadership

Extensive Background

Proven Track Record

Business Increases

Published

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“It's not what you know that matters most,  
it's what you do with what you know...”