

SHERI JACOBS

SHORT BIO



Sheri Jacobs transforms the way organizations innovate, navigate uncertainty, and prepare for the future of work.

A three-time bestselling author, researcher, and CEO of Avenue M Group, she has surveyed nearly one million people and worked with over 300 organizations to uncover how leaders can amplify every voice, foster risk-taking, and build greater resilience. Drawing from a unique blend of business acumen and real-world insight—as well as the eye of an award-winning wildlife photographer—Sheri challenges conventional thinking and inspires bold action through her global keynotes, workshops, and consulting.

In addition to leading Avenue M Group, Sheri has helped shape industry standards through her service on the Board of Directors for the American Society of Association Executives (ASAE) and the ASAE Foundation. Her data-driven yet practical approach helps organizations move beyond incremental change to spark meaningful growth. Based in Denver, Colorado, Sheri draws inspiration from her adventures photographing wildlife from Antarctica to Zambia—and from daily life with her husband, Jon, and their three spirited dogs, Zoey, Ellie, and Jonah.

A stylized, handwritten signature of Sheri Jacobs in a dark purple color.

SHERI JACOBS

LONG BIO



Sheri Jacobs transforms the way organizations approach innovation, navigate uncertainty, and thrive in the future of work. A three-time bestselling author, researcher, and founder/CEO of Avenue M Group, she delves into critical questions facing today's leaders:

- **How can leaders amplify every voice in their organization to unlock hidden potential?**
- **What new rules will help leaders strengthen their capacity for change?**
- **How can leaders encourage experimentation and risk-taking while maintaining organizational stability?**

Sheri has dedicated her career to empowering organizations through data-driven insights and innovative solutions. Having surveyed nearly one million people and collaborated with over 300 organizations, she brings a unique perspective that combines business acumen and real-world examples with the eye of an award-winning wildlife photographer.

Through Avenue M Group, she has revolutionized how organizations assess their capacity for change and navigate transformation. Her global keynotes and workshops have inspired audiences worldwide while her service on the Board of Directors for the American Society of Association Executives (ASAE) and the ASAE Foundation has helped shape industry standards.

Sheri's approach to innovation and leadership draws from her extensive research and hands-on experience, demonstrating that success in today's rapidly changing environment requires new strategies and perspectives. Her methodology focuses on giving everyone a voice, overcoming growth barriers, and taking calculated risks—principles she's developed through decades of real-world experience helping organizations adapt and thrive.

Fun fact about Sheri: She combines her passion for innovation with her love for wildlife photography, capturing award-winning images from Antarctica to Zambia that inspire her approach to leadership and creativity.

Sheri lives in Denver, Colorado with her husband, Jon, and their three dogs Zoey, Ellie, and Jonah.

BIOGRAPHY