

# Leadership Spotlight

## Cheryl Kirby, Ph.D.



High resolution photo available online

Dr. Cheryl Kirby is the Chief Strategy and Branding Officer and the Associate State Director for the Florida SBDC Network. Serving in this role since August 2011, Dr. Kirby leads the statewide branding, professional development and continuous improvement of the network's more than 40 offices and nearly 250 employees, providing oversight in the continued success of Florida's largest and leading provider of hands-on business assistance for small and medium-sized businesses.

Under her vision to drive an organizational culture committed to innovation and continuous improvement, Kirby has led the network through the attainment of many strategic initiatives, including a successful rebranding, the development and implementation of the network's strategic plan - Vision 2020 - and, most recently, the Florida SBDC's application for the 2016 Governor's Sterling Award, whereby the network received a best practice award for its Quality Improvement Program.

Kirby has over 20 years of experience in marketing, training, innovation leadership, and strategic planning. Prior to her tenure with the Florida SBDC, Kirby served as an Adjunct Faculty Member in the Communication Arts and Engineering and Computer Technology Departments at the University of West Florida.

Kirby earned a bachelor's degree in Communication Arts and a master's degree in Health Communication Leadership from the University of West Florida. She earned her Ph.D. in Human Capital Development from the University of Southern Mississippi. She is a member of several distinguished regional and national associations, including the Board of Examiners for the 2014 Malcolm Baldrige National Quality Award, America's SBDC Accreditation Committee, STEM Story Board of Directors and Leadership Pensacola Class of 2008.

The Florida SBDC Network is a statewide service network funded in part through cooperative agreements with the U.S. SBA, Defense Logistics Agency, State of Florida, and other private and public partners; hosted by the University of West Florida; and nationally accredited by the Association of SBDCs.

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