



# Dr. Cheryl Kirby

**Interim CEO**  
Florida SBDC Network

ELECTRONIC PRESS KIT



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## Biography

### Dr. Cheryl Kirby

Dr. Cheryl Kirby is the interim CEO for the Florida Small Business Development Center (SBDC) Network, Florida's largest and leading provider of assistance for small and medium-sized businesses. In this capacity, Dr. Kirby is responsible for overseeing the network's more than 40 offices and 280 employees, executing the Florida SBDC's strategy, and ensuring the network continues to exceed stakeholder expectations and contribute value to Florida's bottom line.

An accomplished executive, Dr. Kirby holds more than 20 years of experience in marketing, training, innovation leadership, and strategic planning. At the Florida SBDC Network, she uses her deep understanding of human capital development, continuous improvement, and strategic planning to drive overall organizational performance and customer satisfaction.

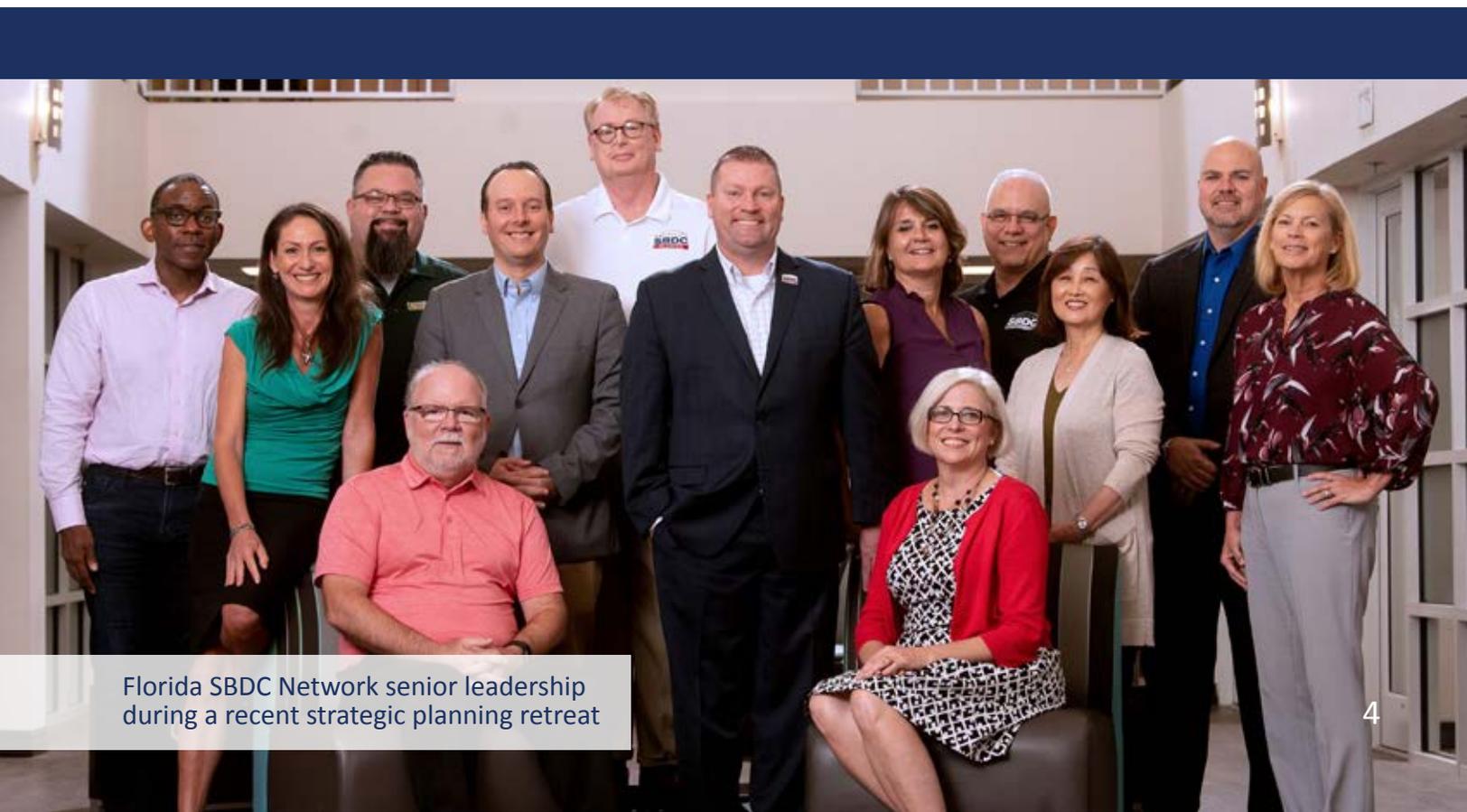
Prior to her role as interim CEO, Dr. Kirby served as Chief Strategic and Branding Officer for the network. In this role, she spearheaded the successful rebranding of the network, fostered the development and implementation of the network's strategic plan, and led the network through its most successful national accreditation.

Dr. Kirby has given regional and national presentations on topics such as competencies that foster creative work environments, change management using social media, human capital issues, thinking styles, strategic planning, brainstorming techniques and return on investment in marketing outcomes.

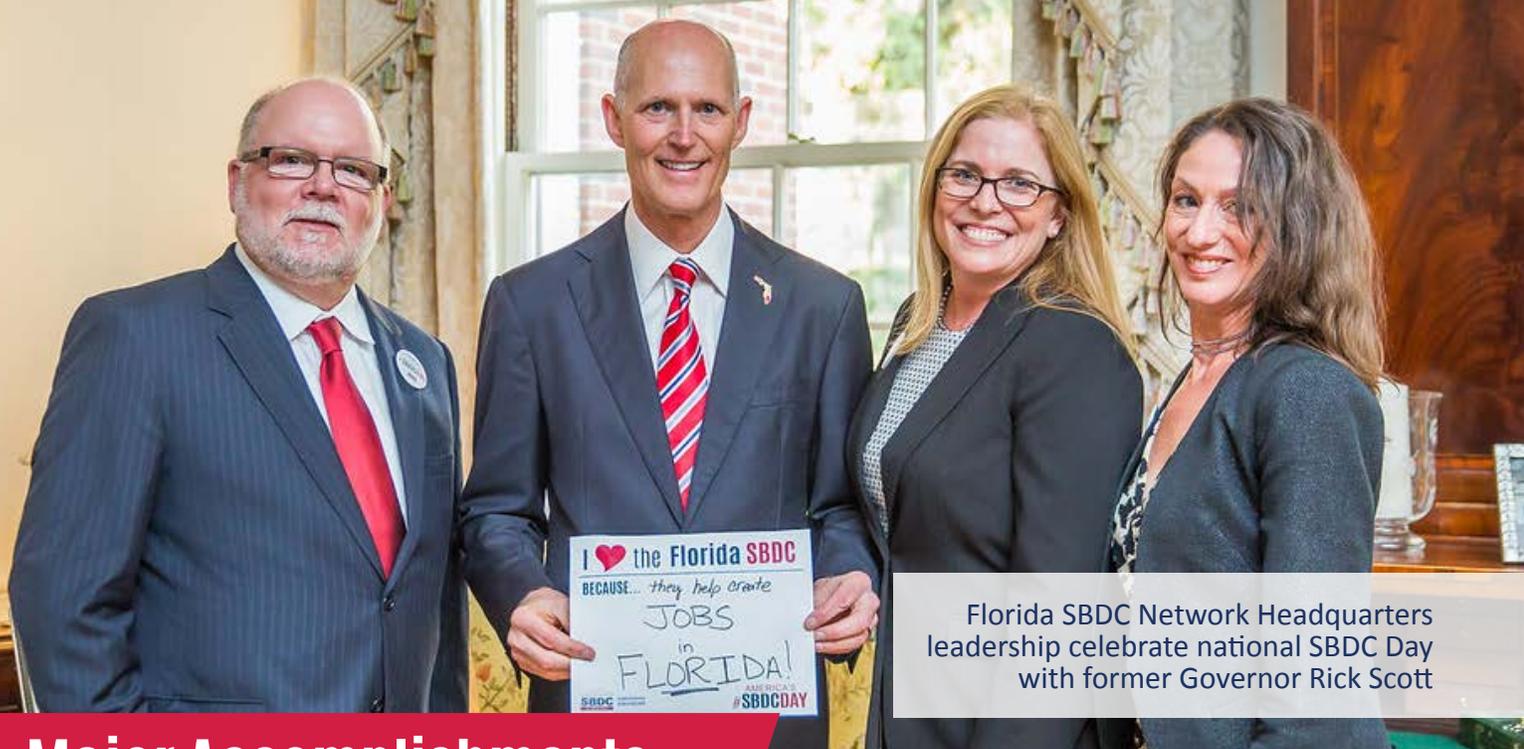
Prior to joining the Florida SBDC in 2011, Dr. Kirby served as an adjunct faculty member in the communication arts and engineering and computer technology departments at the University of West Florida.

She 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 boards and associations, including the America's SBDC Accreditation, Associate State Director, and Legislative Committees; and Board of Directors for CareerSource Florida, the Florida Economic Development Council, Florida Chamber of Commerce Foundation, and the Florida Manufacturing Association. She previously served on the Board of Examiners for the 2014 Malcolm Baldrige National Quality Award and is a graduate of the Leadership Pensacola Class of 2008.



Florida SBDC Network senior leadership during a recent strategic planning retreat



Florida SBDC Network Headquarters leadership celebrate national SBDC Day with former Governor Rick Scott

## Major Accomplishments

- In 2020, the Florida SBDC Network received a special appropriation from Congress for long-term COVID recovery efforts. As a result, the network grew its consulting capacity by more than 25%. Oversaw onboarding of employees.
- As part of this appropriation, the network will soon launch special programs and resources to serve clients. Dr. Kirby continues to oversee these projects and deployment of resources.
- Launched Network Innovation Creation Engine (NICE) proposal process to solicit innovative ideas from staff for inclusion in strategic plan.
- Under her tenure, led the network through its most successful national accreditation to date.
- Spearheaded deployment of Gallup Q12 employee engagement survey to monitor engagement across the network. Since the survey's deployment, the Florida SBDC has consistently ranked above the national average in engagement.
- Launched intranet to foster engagement, networking, and collaboration among the network's 280+ employees.
- Led the network's internal Quality Improvement Program (QIP) review process, whereby senior leadership assess the progress and performance of the network's nine regional offices. Process includes programmatic and financial review against national standard of practice to measure quality of service delivered. Under her leadership, the network was awarded the best practice award from the Florida Sterling Council.

## Major Speaking Engagements



- Achieve Success in the Workplace by Unleashing Your Inner Entrepreneur - Workshop in partnership with Studer Community Institute and UWF
- Southeast Workforce Development Summit for the Florida Georgia Workforce Alliance
- Florida SBDC Network Annual Conferences
- Florida Board of Governors
- Florida Economic Development Council
- Numerous speaking engagements on strategic planning, workforce training and develop, innovation, problem solving, change management

## Honors and Awards

- Florida SBDC Network Headquarters Employee of the Year - 2014
- University of Southern Mississippi Outstanding Graduate Student - 2013
- Graduate of Leadership Pensacola Class of 2008

## Boards and Memberships

- Florida Chamber Foundation
- CareerSource Florida
- Manufacturers Association of Florida
- Florida Economic Development Council
- America's SBDC Accreditation Committee
- America's SBDC Associate State Director Committee
- America's SBDC Legislative Committee
- America's SBDC Marketing Committee - past member
- Board of Examiners 2014 Malcolm Baldrige National Quality Award - past member



Touring Navy Federal with the Florida Chamber Foundation



Florida SBDC Network receives the best practice award from the Florida Sterling Foundation for its QIP review process

**Let's Connect**

 **Cheryl Kirby, Ph.D.**

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