



About Sherry Law/Speech Fitness®

Sherry is a communication professional with 25 years experience in marketing, public relations, and internal change communications. Her strengths include building strong, loyal relationships and motivated, interdisciplinary teams. She has exceptional written and oral communication skills.

Effective communication is the lifeblood of a company. It starts at the top and builds momentum as it touches people throughout the organization. It is particularly crucial during periods of high growth or major change. Sherry works with companies to help ensure effective communications strategy and implementation at any stage of growth or change.

She specializes in helping executives communicate clearly, consistently, and sincerely – and understand the profound effects their communication has on their organizations. She designs and implements solutions that stabilize productivity, increase retention, raise employee morale, and foster customer loyalty. Results have taken the pressure off many an executive determined to meet this quarter's numbers.

Her internal communications work also encompasses communications and performance skills coaching and peer mentor training.

In addition to her work in internal communications, Sherry has directed successful marketing teams for several companies, introducing product lines and earning credit for significantly increasing sales while remaining under budget. She has headed teams that produced widely recognized brands within their industries.

Her marketing/PR consulting experience has focused on financial services and high tech industries. She has written diverse marketing and PR collateral as well as Web sites, business plans, articles, radio spots, and speeches for clients such as IBM, StorageTek, and MasterCard. Her clients have included more than 100 banks across the U.S. and Canada including CitiBank, US Bank, Wells Fargo, Royal Bank of Canada, and Canadian Imperial Bank of Commerce.

As a result of her work in financial services, Sherry developed a diversity awareness training program to help financial institutions meet fair lending and Community Reinvestment Act requirements. She trained bank executives throughout the country in the program.

Sherry is certified in Social Styles™, LEA™, TSI Skills Coaching, and Peer Mentoring™. She holds a BA in English and MA in organizational communication from the University of Colorado. She attended the International School of The Hague for three years and speaks fluent French. She currently serves as Media/PR Chair on the board of the Association for Corporate Growth (ACG) in Denver and is a member of Women Business Executives (WBE) and the Colorado Human Resource Association (CHRA).

