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Sherry Fisher is principal of Cultivation, LLC, a business development and marketing consulting practice founded in 2006. Cultivation serves businesses from start-up to mature primarily in construction, engineering, architecture, landscape design/build and maintenance, technology, commercial real estate development, and economic development.

Sherry is a skilled business development professional with substantial in-house and consulting experience. She helps organizations develop and align business development processes and marketing strategies to enhance revenue generation and profitability. Additionally, Sherry has effective coaching approaches to increase internal business development capabilities.

Clients value Sherry's strategic market perspective, knowledge of commercial real estate development and asset management, and ability to uncover unique competitive positioning. Known to be highly focused and goal driven, Sherry provides for clients the encouragement and structure to establish priorities, appropriately align resources, and successfully implement action plans.

A firm believer in paying it forward, Sherry has provided leadership for the boards and committees of the central Ohio chapters of National Association of Industrial and Office Properties (NAIOP), the Society for Marketing Professional Services (SMPS) and the Mid-Ohio Development Exchange (MODE).

She currently serves on the board of Northland Homes & Properties, an organization that owns and manages affordable housing for individuals with developmental disabilities in north central Ohio.

Sherry is deeply involved in advocating for government policy and nonprofit organizations that support individuals with autism and their families. For 15 years, she has coordinated the annual Leeds Farm Autism Harvest Festival, a free event that each year welcomes thousands of autism family members to enjoy an autism-friendly day at Leeds Farm in Ostrander, Ohio.

Along with her sisters, Sherry co-founded the Leeds Farm Witches Night Out, a grassroots fundraiser that has raised over \$209,000 in eight years to provide free breast cancer patient support services.

Sherry earned a B.S. in Business Administration, Real Estate and Urban Analysis major, from The Ohio State University and completed specialized studies in Landscape Architecture.