



Cheryl Smith Bio

Cheryl Smith, IOM, is President of CultureSmith Consulting LLC where she works with businesses and non-profit organizations that concentrate on improving corporate culture.

After more than twenty years of experience in non-profit and corporate settings, Smith has turned her personal interests and experience into what is now her passion – helping people and organizations develop their potential.



Cheryl speaks to audiences about customer service, team building, communication, behavior preferences, networking and life work balance. She also has a thing or two to say about overcoming life's challenges while maintaining a positive attitude based on her years of experience as a single mother with two very young children.

Smith is a graduate of the U.S. Chamber of Commerce Institute for Organization Management, where she was elected by fellow classmates to deliver the class graduation address to chamber and non-profit leaders from throughout the United States. As a workshop facilitator for VACCE Institute, she received the highest rankings of any facilitator and continues to be on the list for potential faculty.

Cheryl has received national recognition for her work at the Lynchburg Regional Chamber of Commerce (one of three national finalists in the ACCE Award for Excellence) and regional recognition as Marketing Director of the Year for HHHunt, a company with more than 1000 employees in four states.



Cheryl has completed the Leadership Trust Personal Leadership Development Program, is a graduate of the Dale Carnegie program and the VACCE Institute program. She has earned “Advanced Toastmaster Bronze” and “Competent Leader” designations from Toastmasters International and previously served as President of Chamber Voices Toastmasters Club.

A native of Augusta, Georgia, Smith attended college in Rome, Georgia, where she majored in music education. Afterwards, she spent nearly 15 years working for Belk and Leggett Department stores and HHHunt, before working for the Lynchburg Regional Chamber as Vice President for Marketing & Client Development from 2000-2007.