

**CHERYL BIRON** BIOGRAPHY**CHERYL BIRON**

Cheryl enjoys working with CEOs and their leadership teams to grow and scale their companies and create a culture of action and accountability by leveraging her business experience, education and the framework of a Four Decisions® Certified Coach.

She has a passion for business strategy, entrepreneurship, and helping others, so as a certified coach she truly has found her calling. Cheryl finds it very rewarding to make a difference in other people's businesses and lives.

Having successfully scaled her own transportation brokerage company, achieving what she defines as "freedom", she has made it her mission to help other business leaders accomplish the business results that will enable them to achieve "freedom", however they define it.

The systems and processes she implemented as president of a transportation brokerage, enable her to spend minimal time working "in" the business on a day-to-day basis, while still maintaining practical experience with the challenges faced by entrepreneurs that helps her in her coaching practice.

**Executive Summary**

Cheryl Biron is President and CEO of One Horn Transportation, Prior to One Horn, Biron held marketing positions running consumer healthcare and pharmaceutical brands in various corporations. Clients praise her amicable and engaging personality for energizing their teams to achieve the goals necessary to continue growing.

**Industry Specialties**

- Marketing & Advertising
- Transportation
- Professional Services
- Manufacturing

**Coaching Specialties**

- Family-Owned Businesses
- Entrepreneurship
- Couples Working Together
- CEO and Team Coaching
- Talent Assessment and Topgrading
- Team Accountability and Empowerment

**Specific Expertise**

- Growth & Scaling Up Implementation
- Strategic Planning
- Succession Planning
- Women-Owned Business
- Minority-Owned Business
- French and French-Canadian Environments

**Current**

- Principal, LexaGen Freedom Accelerator
- President & CEO, One Horn Transportation

**Past**

- Director of Marketing, Prestige Brands
- Marketing Manager, Berlex Laboratories
- EO New Jersey Executive Board Member - Forum, Membership, Communications and Learning Chairs

**Education**

- MBA, Marketing, The Wharton School
- BS, Economics and Industrial and Labor Relations  
Cornell University
- Exchange Student, Business, HEC Paris

**Awards**

- Top 25 Leading Women Entrepreneurs
- 50 Fastest Growing Women-Owned/Led Businesses in North America
- New Jersey's 50 Fastest Growing Companies
- New Jersey's 50 Best Women in Business