



(Presenter Bios - varying lengths)

## Business Growth Strategist for Creative Leaders

Sherra Bell is a business strategist, sales educator, and leadership advisor for experienced designers and creative professionals whose work has evolved beyond execution into strategy and judgment.

With more than 25 years at the intersection of design, recruiting, consulting, and entrepreneurship, Sherra helps creative leaders align their positioning, sales conversations, and business models with the true value they provide.

She is the founder of Creative Know-Who, established in 2001, and the creator of Next Level Narrative, a framework that integrates narrative structure into positioning, offer design, and high-level sales conversations.

Sherra's background includes:

- Former President of AIGA Atlanta
- Former AIGA National Board member and President's Council Chair
- Current National Secretary of the Graphic Artists Guild
- Distinguished Toastmaster (DTM)
- Former creative recruiter and team-building consultant

She has worked with studio owners, independent consultants, and in-house leaders navigating the transition from service provider to strategic advisor. Her clients consistently report clearer positioning, calmer sales conversations, stronger fees, and more sustainable growth.

Sherra's work bridges strategic clarity with practical application. She believes meaningful work and abundant prosperity are not in conflict and teaches creative professionals how to build businesses that support both.

Based in Atlanta and open to any excuse for travel, Sherra speaks nationally on consultative sales, authority positioning, and sustainable business growth for creative leaders.

## **1. Ultra-Short Stage Intro (50 Words)**

Sherra Bell is a business strategist and sales educator for experienced creative leaders whose work has evolved beyond execution into strategy. With more than 25 years in design, recruiting, consulting, and entrepreneurship, she helps creatives align positioning, offers, and sales conversations with the real value they provide.

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## **2. Podcast / Standard Speaker Bio (100 Words)**

Sherra Bell is a business strategist and sales educator for experienced designers and creative leaders ready to align their positioning and revenue with the strategic role they already play. With more than 25 years spanning design, creative recruiting, consulting, and entrepreneurship, she helps professionals shift from service provider to trusted advisor. Sherra is the founder of Creative Know-Who and the creator of the Next Level Narrative framework. She has served as President of AIGA Atlanta, on AIGA's national board, and currently serves as National Secretary of the Graphic Artists Guild. Her work bridges authority, consultative sales, and sustainable growth.

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## **3. Extended Conference Introduction (150 Words)**

Sherra Bell is a business strategist, sales educator, and leadership advisor for experienced creative professionals whose work has evolved beyond execution into strategy and guidance. With more than 25 years at the intersection of design, recruiting, consulting, and entrepreneurship, she helps designers and studio leaders align their positioning, offers, and sales conversations with the true value they bring to clients.

Sherra is the founder of Creative Know-Who and the creator of the Next Level Narrative framework, integrating narrative structure into positioning and consultative sales. She has served as President of AIGA Atlanta, on AIGA's national board as President's Council Chair, and currently serves as National Secretary of the Graphic Artists Guild. Known for blending pragmatic business strategy with grounded optimism, Sherra teaches creative leaders how to build authority-driven businesses that support both meaningful impact and sustainable prosperity.