

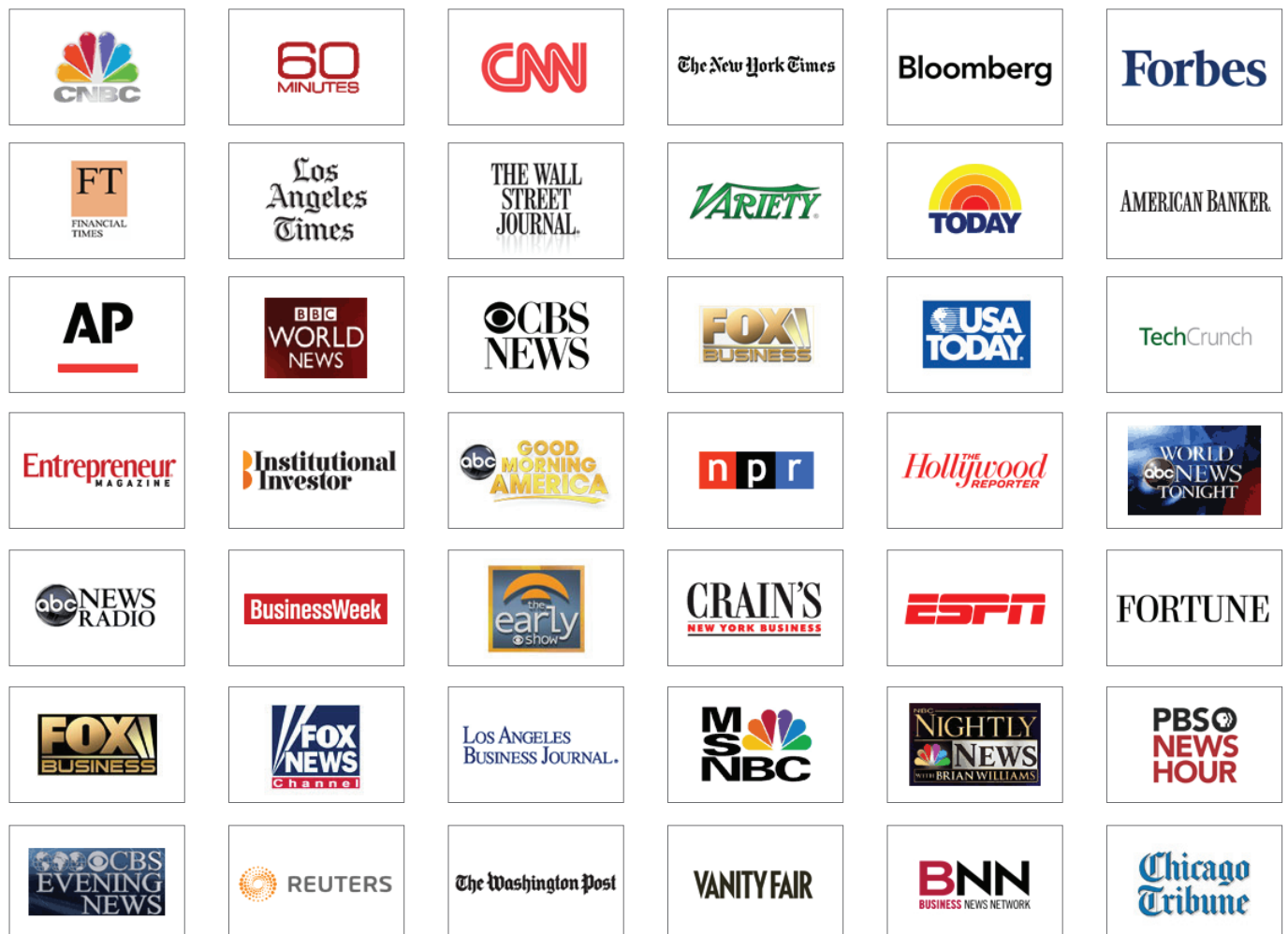


Sally Sherry, a strategic communications specialist, provides trusted counsel to executives, experts and other leaders in the public spotlight. As one of the industry's top media and presentation coaches, Ms. Sherry is particularly skilled at enhancing her clients' natural delivery style and maximizing their ability to powerfully deliver key messages. Her expertise spans public relations, media relations, reputation management, crisis communications, investor relations and communications surrounding transactions such as IPOs, mergers and acquisitions. She advises on both proactive and defensive communications to internal and external audiences, including media, investors, employees, customers and partners.

Prior to forming Media Strategy Experts, Ms. Sherry advised Fortune 500 clients for five years in New York and Los Angeles as a Vice President of The Abernathy MacGregor Group, a leading strategic communications firm. For nearly a decade before that, Ms. Sherry was an award winning anchor and reporter for network affiliates ABC, NBC and CBS, and appeared frequently on CNN. Her breadth of experience spanning both corporate and media environments enables her to share with her clients a real-world perspective and exceptional practical insights.

Ms. Sherry earned an MBA, Masters in Journalism and a Certificate in Economics and Business Journalism from Columbia University. While at Columbia, she was awarded two full-tuition fellowships, the prestigious Knight-Bagehot Fellowship for Journalists in Business and Economics and the Wieggers Fellowship. Ms. Sherry graduated Magna Cum Laude and Phi Beta Kappa from the University of California San Diego with a BA degree in Political Science and Economics.

Sally Sherry has prepared clients for interviews with:



Select Clients



Testimonials

"Outstanding" "Excellent media training" "The best media training I've ever had" – That's just some of the feedback I'm getting from the Sony Online Entertainment team about Sally Sherry's Media Training Boot Camp. Sally helped prepare our executives and key staff to face the media at our biggest industry conference. She did an amazing job. We have a diverse group with a lot of different delivery styles. I really like that Sally identified and embraced each person's natural delivery style and then improved upon it. This was a very worthwhile investment in the ability of our key people to tell our story to the media."

– MICHELE CAGLE, SENIOR DIRECTOR OF GLOBAL COMMUNICATIONS, SONY ONLINE ENTERTAINMENT

"I view Sally as a polished, skilled media and presentation coach. I have engaged her repeatedly with excellent results over the past five years while head of IR for two publicly traded firms. She has done an extraordinary job providing media training and presentation training to top executives and coordinating press coverage from CNBC, Fox Business Network, the Financial Times, and others. She studies and understands our products and helps translate "tech speak" into compelling sound bites that reporters love to quote. I highly recommend Sally and am proud to often refer top IR and PR professionals to Sally."

– JULIE MACMEDAN, VICE PRESIDENT INVESTOR RELATIONS, DEMAND MEDIA

"Sally conducted presentation training for a group of P&G managers. She is extremely knowledgeable, did her homework on our business and demonstrated what she was teaching. She gave practical exercises and tips that they could use in their future presentations. Perhaps, the best testament to the value she brings is that all the managers thought their direct reports would benefit from the training as well. I highly recommend Sally for her presentation training expertise."

– JESSICA SHIH, COMMUNICATIONS MANAGER, PROCTER & GAMBLE

"Sally Sherry is the coach you want preparing you for national media coverage. I get hundreds of pitches a week but when Sally Sherry calls, I pay attention. Sally was an anchor/reporter for nearly a decade so she knows exactly what to expect from top journalists. She leverages her real-world media experience to prepare her clients to perform under pressure in the toughest situations as they face the nations' toughest reporters. On a personal level, working with Sally is always a pleasure. She is one of my most valued contacts in this business."

– ALLISON GIRVIN, UNIT CHIEF, NBC NEWS BUSINESS AND TECH UNIT

"We give your workshop an A+! It's tough to knock the socks off hundreds of Columbia University alumni entrepreneurs, but you did it with your extraordinary Art of Media Pitching workshop. Evaluations from participants were EXCELLENT:

- Sally is an incredible and engaging speaker - and taught us how to be the same in media interviews.
- Very on-target, real world information - Sally Sherry's advice gets right to the point.
- Excellent interactive workshop & video examples. I finally understand how to successfully pitch the media!"

– MAYRA REYES, ASSOCIATE DIRECTOR ENTREPRENEURSHIP CENTER & MEDIA PROGRAM, COLUMBIA BUSINESS SCHOOL