

## **Cheryl Slover-Linett**

Since 1997, Cheryl has led complex market research and planning projects for leading cultural and educational organizations. Her long-term clients include the Chicago Symphony Orchestra, the Philadelphia Orchestra, the Art Institute of Chicago, and the University of Chicago.

Cheryl is a member of the American Symphony Orchestra League and sits on the advisory board of the Chicago Symphony Orchestra's audience diversity initiative. She speaks regularly at nonprofit and marketing conferences about the role of constituent research in a mission-driven organization. She presented recently at the American Marketing Association's Symposium on the Marketing of Higher Education in New Orleans in November, 2006, and at the CASE V district conference in December, 2006. She appeared on a panel about the transformation of the Adler Planetarium at the American Association of Museums annual meeting in May, 2007.

Cheryl holds an MBA in marketing from the University of California's Anderson School of Management, where she was also an international management fellow with the Center for International Business and Education Research. She earned her B.A. in economics from Yale University.

Cheryl brings extensive research and brand management experience from the corporate sector. She has held marketing positions at United Airlines in Chicago; at Heineken's Madrid-based subsidiary; at SunAmerica Inc. in Los Angeles; and at a public relations firm in New York and Los Angeles. Conversant in Spanish, she has lived and worked in Spain, Mexico, Turkey and the Netherlands and has conducted business in over twenty other countries.

She lives in Chicago with her husband (and business partner) Peter