

## Cherry A. Collier Ph.D., MCC, CNLPMC, RCC, CPCC

Dr. Cherry Collier is sought after for her unique brand and style of coaching, speaking and writing. With more than 24 years of experience, her expertise propels people, teams, and organizations to achieve their goals. Dr. Cherry's passion and mission in life are to help people MOVE OUT OF THEIR OWN WAY! How does she do it?

She is a coach to professionals, entrepreneurs, and other coaches. Dr. Cherry has over 5,000 coaching hours, a clientele of executives and leaders and Fortune 500 companies, universities and colleges. She has been a part of the academy since 1995 on the faculty of many different colleges and universities. She is the head coach, lead trainer and founder of Personality Matters, Inc.

Dr. Cherry received her Ph.D. and M.S. in Applied Social Psychology with a concentration in Organizational Psychology from the University of Georgia. She is a Denison Culture Certified Consultant, Certified and Registered Mediator, Master Certified Coach from the (ICF) and Certified Trainer and Master Coach of (NLP). Dr. Cherry Collier is also certified in DISC, HBDI, CPI (MBTI) and TTI-DISC distributor.

She is the bestselling author of Move Out of Your Own Way, a book created for her readers to recognize success and happiness are inside jobs that should not be outsourced. She has recently announced the publication of her much-anticipated collection, The Science and Art Series. The Series is a collection of accumulated knowledge, true stories of success and practical tips on business, career, leadership and more. Her books are used as references for leaders, executives, managers, students and coaches from a variety of industries and professions.

Dr. Cherry is the Chief Collaboration Officer, Head Coach and Inclusion Strategist of Personality Matters, Inc. The company is an internationally acclaimed peak performance and soft skills development firm specializing in competency-based personal and professional consulting, behavioral training, leadership coaching and speaking. The services are designed and delivered, so her clients only alternative is to improve their daily business practices, build internal leadership muscles, and maximize human potential for change. It's simple. Dr. Cherry empowers individuals and organizations to recognize and value their human potential advantage leading to increased satisfaction and productivity at home, work, and in the community.

She has led the organizational change and human performance efforts for several \$5+ million-dollar ventures. Dr. Cherry has a natural talent in developing talent management strategies and coaching diverse teams. Her programs positively affect revenue, profit, and performance. A partial list of her clients includes Coca-Cola, Johnson & Johnson, The Centers for Disease Control, Shell Oil Company, The Fulton Dekalb Hospital Authority, Sodexo USA, Auburn University and more.

Dr. Cherry's work begins way before the first day of her engagements. She customizes every topic, exercise, module, and program to match the unique needs of the client and the uniqueness of the organization.

You can go around the world and not be able to find an organizational expert with her credentials. She has certifications, practical knowledge and theories to stand behind her programs.. Her book, Move Out of Your Own Way, is like a course in personal development and accountability. The Science and Art Series helps you build specific competencies needed to successfully master soft skills. Through her books, coaching, training and speaking Dr. Cherry has helped thousands change for the better. Her passion is helping others, and she wants to join the MOVEMENT too!



### Areas of Expertise

Executive Coaching  
Leadership Development  
Change Management

### Industry & Sector Experience

A partial list of her clients includes Coca-Cola, Johnson & Johnson, The Centers for Disease Control, Shell Oil Company, The Fulton Dekalb Hospital Authority, Sodexo USA, Auburn University and more.

### Functional Experience

Talent Management Strategies  
Leadership development  
Coaching diverse teams  
Team Building  
Organizational Development

### Certification

Master Certified Coach ICF Coach (MCC)  
Master Certified NLP Coach (MCNLPC)  
Myers Briggs Type Indicator (MBTI) certification  
DiSC Certification  
The Herrmann Brain Dominance Instrument (HBDI) certification  
CPI certified  
True Colors certification  
TTI-DISC distributor  
Denison Culture Certified Consultant  
Hogan certified  
Registered Corporate Coach (RCC)  
CPCC, Certified Professional Co-Active Coach  
Certified Hypnotherapist: Specializing in learning styles

### Education

The University of Georgia  
Doctor of Philosophy (Ph.D.), Applied Social Psychology  
1991 – 1997  
Kennesaw State University  
18 hours in Management courses  
ACSB approved MBA program 2009  
The University of Georgia  
Master's Degree, Applied Social Psychology  
1991 – 1995  
Spelman College  
B.A., Psychology  
1987 – 1991  
Benjamin E. Mays High School  
1983 – 1987