

Cheryl J. Ball, MBA, APR

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Key Strengths

- Strong background collaborating with sophisticated stakeholders on strategic initiatives.
- Dynamic leader, working with multi-disciplinary teams driving meaningful results that resonate with clients and communities.
- Compelling capacity to analyze situations and processes for functional excellence.
- Exceptional at building stakeholder relationships across all organizational levels.
- Experienced in design thinking techniques to uniquely address new and existing challenges.

Personal Values

- Desire to make lasting, impactful change that positively impacts society and communities.
- Approaches work with transparency, integrity, and adherence to the truth.
- Committed to confidentiality and diplomacy in all professional matters.
- Firm belief in collaboration and consensus-building to create shared successful outcomes.
- Dedicated to fostering an equitable society with opportunities for all.

Professional Experience

City of Knoxville

Deputy Policy Officer

September 2022–Present

Deputy Economic & Community Development Officer

November 2021–September 2022

Develop creative initiatives, policy, and high-quality investment in Knoxville in support of the city's strategic direction. Collaborate with community partners such as the Aslan Foundation, Knoxville Chamber, Visit Knoxville, Knoxville-Knox County Planning, Knoxville Entrepreneur Center, The Sports Authority, and Knoxville Community Development Corporation as well as private investors, developers, business leaders, and underrepresented minority stakeholders.

- Work with elected City Council on policy initiatives, including creating internal structure, investigating issues, and providing briefs in support of city priorities.
- Integral to grant submissions for National League of Cities (Awarded 2 rounds), Dept. of Housing & Urban Development (Awarded \$42M for Transforming Western), and the new Reconnecting Communities Transportation pilot grant.
- Led a third-party comprehensive review of the City's development services including internal and external stakeholders, resulting in national best practice recommendations including policy, operational, structural changes.
- Direct key initiatives involving development of operational procedures, structure, accountability, policy, and execution for short-term rentals, downtown parking, missing middle housing, procurement disparity study, façade grants, historic preservation, rezoning of properties with significant redevelopment potential, University of Tennessee SPARK Innovation Center, etc.
- Construct equitable economic development and mobility initiatives impacting small, local, and disadvantaged business, investors, and entrepreneurs maximizing the National League of Cities Southern Cities Economic Inclusion grant.

Great Schools Partnership / Knox Education Foundation

Vice President Operations

June 2018–November 2021

Strategic lead for the Community Schools and Parents as Teachers initiatives, including 33 full-time and 17 part-time employees, across 18 Knox County locations with a \$4.5 Million budget. Responsibilities included chief relationship builder, lead community development strategies, develop sustainable funding and operations, enact innovative educational approaches, and develop organizational talent.

- Advanced strategic relationships between Community Schools and Knox County Schools, City and County elected officials and administrations, donors, and the community at large.
- Facilitated collaborative approaches to propel the Community Schools initiative forward through advocacy and strategic partnerships across the state, and nation. Lead the TN State Network.
- Created meaningful stakeholder relationships and engagement between local neighborhoods and volunteers and national-level financial and programmatic partners.
- Led employee leadership development, created sustainable and scalable initiatives.

Fletcher Marketing PR

Vice President, Client Service & Operations

November 2012–June 2018

Manage client relationships for multiple Fortune 500 clients, lead client marketing strategy, and execute client work nationwide. Measure and evaluate operational effectiveness, ensure maximum return on investment for clients. Oversee firm's operations, human resources, finances, and team leadership, including guiding account teams to deliver exceptional service.

- City of Knoxville: Led successful strategic campaign to roll out new garbage program to 60,000 city households with 95% correct adoption rate within two months.
- The Trust Company of Tennessee: Strategic counsel on renaming and rebranding campaign, succession positioning, community and client outreach, strategic events, and comprehensive marketing strategy. Developed statewide corporate charitable giving strategy to align with corporate goals.
- TN Dept. of Education: Led multiplatform campaign for Tennessee's Early Intervention System resulting in a 22% annual increase in referrals.
- Clayton Homes: Led ongoing media relations and content strategy for a continuous stream of positive stories related to energy efficiency, technology, and sustainable construction practices.
- Additional clients include: Cellular Sales, Pet Safe, Fusion Sleep, Knoxville Opera, Knoxville Dermatology, JTV, TN Clean Water Network, Knox County Health Department, and more.

Curved Edge Consulting

President & CEO

July 2007–November 2012

Lead integrated marketing communications initiatives, strategic events, and public education campaigns.

- City of Knoxville: "Do Your Part, With the Cart" curbside recycling program logistics and public campaign. Registered 20,000 citizens in a record eight months. Received national awards.
- Knox County Health Department: "Eat, Play, Live Knoxville" award-winning obesity reduction public education campaign. Focused on healthy lifestyle, food consumption, and physical movement.
- Crafted, planned, and executed successful high-end fund and friend raising events, including charity Roast of local radio celebrity Hallerin Hilton Hill for his 20th Anniversary on-air, and annual Les Trois Chefs and Oysterfest events to benefit Childhelp Tennessee.

LeBlanc Financial Group

Director, Marketing & Operations

August 2005–June 2007

Execute and manage firm operations, all public relations and marketing, review financial plans, and conduct firm strategic planning. Attained financial Series 7 and 24 registration with NASD serving as firm Principal.

- Marathon Wellness: Led effort that saw Team LeBlanc finish first in the small business corporate challenge for the Knoxville Marathon, with more than 100 lbs. collectively lost by employees.
- Human Resources: Developed employee manual, implemented staff restructuring, and created structure for a new human resource function.

Girl Scouts of Tanasi Council (Southern Appalachians now)

Director, Volunteer Services

January 1999–August 2005

Responsible for managing 3,000 volunteers, 600 troops, and 9,000 girls and their activities in an 18-county service delivery area; 15 staff members; internal communications and leader support; development of volunteer human resources; recognition and volunteer infrastructure in support of the cookie sale; resolving issues regarding parents, volunteers, and girls including safety, risk management, and finances.

- Strategically revamped the Girl Scout Gold Award program resulting in more than a 300% increase in the number of girls earning the award.
- Overhauled training curriculum resulting in increased attendance by 35% and volunteer trainers by 22%. Developed successful "Girl Scout College" training event that evolved into a series.
- Developed the award winning "Reading Rocks" program and first breakfast fundraising event with 150% more donations than initial goal.

Goodwill Industries

Vice President Marketing & Development

January 1997–January 1999

Responsible for media relations, community outreach and engagement, donations, and communications.

- Increased media coverage by 25% over a 15-county area within one year.
- Community Events: Planned 50 annual events resulting in 250% revenue increase in Super Book Sale; 100% attendance and revenue increase Vintage Fashion Show two years in a row; 100% increase in four material drive donations with schools, civic, and charitable organizations.

Additional Experience

National Association Medical Staff Services; Carolina Organ Procurement Agency (Durham, NC); Rhône-Poulenc Agriculture Co. (Research Triangle Park, NC)

Board Experience & Service

- Trees Knoxville Leadership Steering committee, November 2022–Present
- Knoxville-Knox County Food Policy Council, 2020–2021
- Knoxville Botanical Gardens Green Thumb Gala Committee 2016–2019
- Childhelp Tennessee's Oysterfest & Les Trois Chefs Event Chair 2009–2017
- Old North Knoxville Victorian Holiday Home Tour Committee 2008–2016
- Historic Mabry Hazen House Board 2012–2015
- Mad Hatter, American Cancer Society 2010–2012
- United Way of Greater Knoxville Outcomes Based Initiatives Committee 2006–2011
- Mercy Health Partners (now Tennova) Community Advisory Board, 2007–2010

Select Accomplishments & Professional Service

- Accredited in Public Relations (APR)—Public Relations Society of America, 1998–present
- PRSA, 1992–Present; Chair, National Audit Committee 2010–12
- National Coalition of Community Schools Leadership Network, 2018–2021
- Tennessee Community Schools State Network Leadership Council, 2018–2021
- Selected for Knoxville's 40 Under 40 by the *Knoxville Business Journal*, 2009
- Harvey I. Cobert Award—Volunteer Chapter of Public Relations Society of America, 2009
- PRSA Volunteer Chapter—President 2006; APR Coordinator 2007–09; At Large 2004–05
- Certified Instructor of Trainers, and Trainer mentor 2004

Education

MBA University of Tennessee, Spring 2022

B.S. Appalachian State University, Communications Media/Public Relations; Minor in Marketing, 1992