Introducing Cheryl Perez

Cheryl "CP" Perez is a strategist, speaker, and trusted authority for leaders, founders, and business owners who are ready to cut through complexity and move forward with clarity and intention.

With over 25 years of experience building, scaling, and leading multi-six and seven-figure businesses and organizations, CP is known for her ability to see what others miss, name what matters most, and design clear, execution-ready paths forward. Her work sits at the intersection of strategy, structure, and leadership, helping individuals and organizations move out of overwhelm and into aligned action.

Cheryl does not motivate for motivation's sake. She leads through clarity, truth, and structure. Her role is to diagnose, design, and direct, providing frameworks and strategic guidance that empower people to take ownership of their outcomes and execute with confidence.

As CEO of Cheryl C Perez Brands, CP leads a suite of companies and programs dedicated to helping entrepreneurs, consultants, and organizations build the strategies, structures, systems, and leadership foundations required to grow sustainably. Her work emphasizes sequencing, decision-making, and operational clarity as the fastest path to momentum and freedom.

Beyond her work with clients, CP is a respected civic and business leader. She has served as the first African American female Chair of the Council of Smaller Enterprises and on multiple local and national boards focused on small business growth, leadership, and economic development. Including The Greater Cleveland Partnership, Jumpstart, United Black Fund, Ohio University, Delta Sigma Theta Sorority Inc. Youngstown Alumnae Chapter, The National Small Business Association, & Cardinal Mooney Minority Alumni Council. Her leadership is rooted in service, integrity, and long-term impact.

Cheryl has received several features, awards and top honors throughout her career, including the ImpactHer Award from Pink & Black Honors (2025), Progressive Woman Award from Smart Business Magazine, the Entrepreneurial Leadership Award from The Rotary Club of Cleveland & The Monte Ahuja College of Business at Cleveland State University, the Emerging Entrepreneur of the Year Award from the President's Council, a 2019 WELD (Women for Economic & Leadership Development) Honoree and The Excellence is Sales and Marketing Award from the National Sales & Marketing Executives Association (NSME). She has been featured on NBC, FOX News and StartUpNation.com as well as in Key4Women, & Crain's Business Magazine.

She has both a Bachelor's and Master's Degree from Ohio University and has a very active public speaking and training catalogue, which has included keynote speaking engagements both nationally and internationally and countless other motivational and educational events.

CP is also the host of **CPTV**, a YouTube platform delivering practical, clarity-driven business and leadership guidance to a global audience. Whether on stage, in the boardroom, or through her content, CP is known for her presence, precision, and ability to translate complexity into direction that works.

When she's not designing strategies or leading conversations that matter, CP values time with her husband, six children, and family, along with self-care, home projects, and moments of quiet restoration.

At her core, CP believes this:
Clarity creates movement. Structure creates freedom. Ownership creates results.