

CHERRY A. COLLIER, Ph.D.

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Email: [DrCherryC@yahoo.com](mailto:DrCherryC@yahoo.com)

- ✓ Dynamic professor offering expertise to mentor learners in: 1) development, design and delivery of proactive business process reengineering theories and practices, 2) understanding the psychology of organizational behavior and change, and 3) teaching how to develop employee development and productivity improvement initiatives.
- ✓ Successful in leading professional consulting teams through large-scale organizational change and human performance development programs. Implemented worldwide communication and mentoring strategies to support global corporate programs.
- ✓ Utilizes “Big- five” consulting skills to effectively communicate and motivate adult learners to become scholar/practitioners of business leadership and organizational behavior principles.
- ✓ Works successfully as a business partner in and out of the classroom at the executive/staff levels to promote understanding and collaboration across diverse businesses, cultures, genders and races.
- ✓ Driven by challenge and is successful in turning obstacles into opportunities. Exceptional academic and industry credentials.
- ✓ Powerful trainer/mentor with a passion for teaching. Enjoys sharing knowledge in both traditional and nontraditional formats.
- ✓ Uses technology to enhance learning in the classroom in both on-line and in-person formats.

**Areas of Concentration**

Industrial Organizational Psychology • Organizational Behavior • Leadership & Organizational Development • Human Performance Management • Diversity Management • Evaluation & Assessment • Change Management • Entrepreneurship • Professional Competency & Acumen Skills Building • Strategic Modeling • Coaching and Mentoring • Social Psychology

**SUMMARY**

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- ◆ Specializes in areas such as the psychology of organizational behavior, human capital management, diversity, leadership development, entrepreneurship and business communication
- ◆ Significant experience in teaching, executive coaching, mentoring, consulting and corporate training
- ◆ Experienced in application of research methodologies and statistical tools in research

- ◆ Founded and managed businesses as an entrepreneur.
- ◆ Graduated from Human Performance Design School while consulting with Accenture
- ◆ Authored several books and articles on management psychology. Experienced in marketing information products such as books, online publications
- ◆ Experienced in the use of technology in teaching
- ◆ Implemented several global mentoring projects
- ◆ Mentored by Dr. Rita Boags and Keith Harrell
- ◆ Loves learning and sharing knowledge

## **EDUCATION**

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- 2009            Kennesaw State University  
 Concentration in Management: Studied Abroad in Turkey: Management & Marketing in Emerging Countries, Organizational Behavior, Business Leadership, Women & Leadership and Entrepreneurship & Creativity (18 hours from an AACSB MBA program).
- 1997            The University of Georgia, Athens, GA  
 Doctorate of Philosophy (Ph.D.) in Social Psychology with emphasis in Applied Psychology
- 1995            The University of Georgia, Athens, GA  
 Master of Science (M.S.) in Social Psychology with emphasis in Applied Psychology
- 1991            Spelman College, Atlanta, GA  
 Bachelor of Arts (B.A.) in Psychology

## **ACADEMIC EXPERIENCE**

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- Present            **Life University, Atlanta GA**  
 Director of Professional & Personal Coaching/ Psychology Faculty
- ◆ Design, develop and deliver courses to empower students to become Personal and Professional Coaches.
  - ◆ Encourage entrepreneurial, brain storming methodologies while researching and participating in experiential learning activities.
  - ◆ Promote personal accountability and teach principles of human behavior, leadership and creativity.

**Courses taught Online, Hybrid and Face- to- face include:** Psychology in the Workplace, Group Dynamics, Leadership Development,

Introduction to Life Coaching, Advanced Coaching Theories and Practice, Coaching Practicum: Real World Experience & Coaching Supervision, Legal Ethics in Coaching, Positive Psychology, Psychology of Excellence, and Personality Psychology .

**Special honor:** Voted the most influential faculty member by the 2011 graduating class.

2001- present **Visiting/Adjunct Professor/On-line Faculty**

- ◆ Designed and taught courses with the objective of enabling students to understand individual and group behavior, a key determinant of success in business / personal life and develop problem-solving skills.
- ◆ The courses lay a strong emphasis on application of concepts to real-life situations including issues related to psychology, by way of “learning by doing”.

**Courses taught Online, Hybrid and Face- to- face include:** Organizational Culture & Change, Job Task Analysis, Organizational Assessment, Research Theory & Design, Organizational Change, Contemporary & Virtual Organizations, Psychology of Organizations, Organizational Behavior, Human Resource Development, Group Dynamics, Industrial Organizational, Research Methods, Social Issues, and Experimental Psychology & Research General Psychology, Social Psychology, Employment Law and Ethics

**Online Faculty Affiliations**

- Walden University – Program, Organizational Psychology & Leadership Lead Organizational Behavior, Graduate Faculty
- Argosy University – Program, Masters of Arts Industrial Organizational MAIO Faculty
- Capella University – Program, Organizational Psychology & Leadership Coaching, Graduate Faculty
- Jones International University, Colorado - Adjunct faculty member, MBA Program

**Face- to- Face Faculty Affiliations**

Spelman College, Georgia State University, Life University, Kennesaw State University.

1996- 1998 **Spelman College, Atlanta, GA**

Instructor, Experimental Research Laboratory

- ◆ Focused on developing students' research interests and imparting knowledge on various facets of research such as ethics of scientific publication and reporting of research in conformance to norms laid down by leading research associations.
- ◆ Taught students the use of statistical software packages such as SPSS/PC and SPSSWIN 7.0.

1997 **Spelman College, Atlanta, GA**  
Adjunct Professor

- ◆ Taught courses such as Group Dynamics, Interpersonal Relations and General Psychology for Non Majors to under graduate students

1995- 1998 **Spelman College, Atlanta, GA**  
Statistical Consultant

- ◆ Worked as a consultant for the Pew National Retention Grant.
- ◆ Carried out a research study on determinants of students' success in college by using methodologies such as focus group survey.

1991 – 1995 **The University of Georgia, Athens, GA**  
Positions such as Teaching and Graduate Assistant / Associate including summer positions.

- ◆ Assisted in teaching strategies on learning effective research skills in “Social Psychology Research Methods” course
- ◆ Organized and conducted various workshops for Patricia Harris Fellowship recipients
- ◆ Conducted computer skill seminars and wrote, edited and distributed quarterly newsletters
- ◆ Recipient of university wide assistantship.
- ◆ Conducted research under the topic “The Nature of Stereotypes”
- ◆ Assistant in Minority Recruitment and Retention Initiative Center. Implemented a campus-wide mentoring program
- ◆ Student coordinator of events, programs and curriculum related to minority recruitment and retention. Traveled to colleges in the state to recruit potential students
- ◆ Functioned as a liaison between professor and 300 students during a basic Psychology course. Lectured, tutored, and organized group study sessions. Maintained computerized class records of all test and quizzes

## **CORPORATE/CONSULTING EXPERIENCE**

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Since 2001     **The Fruits of Labor, Inc., Atlanta, GA**  
Founder and Chief Executive Officer

The Fruits of Labor is a consulting firm focused on diversity and human capital enhancement. As the CEO, I have the responsibility for the administration and growth of the firm.

Designed and delivered workshops and organization interventions for corporations, non-profit and academic institutions.

Corporate Areas of expertise include

- Human Resource Management
- Leadership development
- Organizational development & effectiveness
- Personality assessments
- Psychology of Influence and Persuasion
- Diversity management
- Team building interventions
- Career management
- Entrepreneurship
- Psychology of Success for Women & Minorities

Since 2004     **National Black MBA Association, Inc, Chicago, IL**  
Facilitator, “Candidates for Success” program

The National Black MBA Association is a social network of individuals dedicated to increasing corporate diversity and access to capital.

- ◆ Functioned as the facilitator for the “Candidates for Success”, a mentoring program that orients MBA degree holders to issues related to career, leadership and lifestyle
- ◆ Coached and mentored Howard University MBA learners on a variety of issues and acted as a counselor to them

2002 - 2003     **GlobalTech, Atlanta, GA**  
Director, Human Capital Practice

GlobalTech is a leading consulting and technical service and solutions provider to top tier organizations

- ◆ Advised clients in a variety of sectors on enhancing the quality and productivity of human resources
- ◆ Designed methodologies and programs for competency assessment of employees in client organizations
- ◆ Responsible for empowering human performance diversity programs, increasing employee morale and productivity internally for employees through coaching, and externally to clients through consulting engagements
- ◆ Implemented a recognition and reward program for enhancement of employee morale and productivity which increased customer service commitment, in one of the world's largest beverages major
- ◆ Facilitated strategic planning and service delivery initiatives for consulting clients. Responsibilities included developing a vision and mission statement, creating winning strategies for success, and identifying objectives to implement the strategies
- ◆ Leveraged Fortune 500 experience to conduct business process reengineering projects. Used current benchmarks and best practices to make recommendations to clients

2001 - 2002 **Hyperion Solutions, Sunnyvale, CA**  
Global Education Consultant

Hyperion Solutions (now acquired by Oracle) is a leading provider of business intelligence software solutions

- ◆ Led courseware development for Hyperion university, the Education division of Hyperion
- ◆ Traveled worldwide and utilized various modes including instructor-led, web-based, and video conferencing to deliver sales and diversity training programs
- ◆ Created a global training plan on a web platform for imparting Hyperion's courses and initiated a formal communications strategy to build awareness and introduce active training techniques. Collaborated with the product marketing, product management, and sales management teams during the knowledge rollout process
- ◆ Recommended new modules and a revitalized approach to the Hyperion University Bootcamp. Assembled and chaired a program improvement committee and demonstrated an improvement in the performance related to program launch

- ◆ Designed a professional sales training program and provided an assessment tool to define and correct issues associated with management, organizational and programmatic, and worker performance, which successfully established the basis of future training initiatives, costs, manpower and resource requirements. Efforts improved satisfaction ratings by 50% and decreased classroom time by 30%

1998 - 2001 **Accenture Consulting, New York, NY**  
Organizational and Human Performance Consultant

Accenture is among the largest global business and IT consulting firms

- ◆ Advised clients in a variety of sectors such as Telecom, Electronics and Financial Services on enhancing the quality and productivity of their human capital. Recommended solutions and created project plans, developed project budgets, built work teams and coordinated multi functional groups for client engagements
- ◆ Led the organization and human performance effort for multi million dollar technology implementations for clients in telecom and insurance sectors. The projects enabled software developers from client organizations to improve team building, leadership initiatives, and increase self awareness and hence speed to market
- ◆ Created a team building intervention for a Fortune 500 corporation and led change management and implementation strategies sensitive to and supportive of a corporate downsizing process. The team building efforts won critical acclaim from the management and facilitated the smooth execution of a multi million dollar software implementation
- ◆ As the diversity source champion in a special project, led the overall assessment process and identified needs/preferences for diversity awareness training initiatives within the organization. Implemented a series of programs including college and university recruitment initiatives; strategic alliances and mentoring programs and internal and external diversity training workshops
- ◆ Spearheaded the development of content for a multimedia training course delivered on compact discs to over 1,000 financial executives worldwide. The program was projected to reduce training time by 30%

1998 - 2001 **Collier & Associated, Atlanta, GA**  
Consultant

- ◆ Managed a team of consultants in the design and development of products and services targeted at the higher education market. Created

training needs analysis and data analysis, conducted focus group surveys for qualitative research study, and implemented and monitored a 3-tier university wide minority mentoring program for The University of Georgia, which increased retention efforts by 20%

- ◆ Functioned as liaison between graduate deans, advisors, members and executive committees and coordinated and programmed educational and social programs for over 1,000 minority graduate students
- ◆ Facilitated workshops including award-winning diversity training programs, goal setting and role definition, and team interventions for pre and postgraduate students
- ◆ Appeared on CNN, WSB and NBC panels to discuss issues related to attaining service and profitability objectives of small businesses

1996

**Athletic Olympic Village, Athens, Georgia**

Assistant Operations Manager, Centennial Olympics (Summer 1996)

- ◆ Responsible for the operations of the 24-hour summer Olympic Village
- ◆ Planned daily activities for Olympians from over 30 countries
- ◆ Assisted in training a staff of 300 employees and in scheduling shifts, organizing meals, coordinating maid services, and other hotel related operations

**EDUCATION**

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2009      18 hours in Management Courses, Kennesaw State University  
AACSB approved MBA program

1998      The University of Georgia, Athens, GA  
Doctorate of Philosophy (Ph.D.) in Applied Social Psychology  
concentration Organizational Effectiveness

1995      The University of Georgia, Athens, GA  
Master of Science (M.S.) in Psychology

1991      Spelman College, Atlanta, GA  
Bachelor of Arts (B.A.) in Psychology

**ASSESSMENT CERTIFICATIONS**

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- ◆ PCC, Professional Certified Coach through ICF International Coach Federation
- ◆ CPCC, Certified Professional Co-Active Coach



- ◆ Certified Master Practitioner and Trainer of Neuro Linguistic Programming
- ◆ Certified Hypnotherapist: Specializing in learning styles
- ◆ Myers Briggs Type Indicator (MBTI) certification
- ◆ DiSC Certification
- ◆ The Herrmann Brain Dominance Instrument (HBDI) certification
- ◆ True Colors certification

## **COMPUTER SKILLS**

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- ◆ Knowledge of statistical software packages such as SPSS, CRUNCH, MYSTAT, SYSTAT, SAS, & TSO
- ◆ Proficient in the use of Microsoft Office productivity suite
- ◆ Experienced in the use of technology in teaching

## **RESEARCH AND PUBLICATIONS**

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### **Current Research Projects:**

- Stereotypes and Activation in the Workplace
- The Psychology of Women and Gender
- The Psychology of Entrepreneurship
- The Psychology of Management
- The Psychology of Women in Business
- Leadership Styles and Success
- Brain Styles and Business Success

### **Doctoral Dissertation**

“The Implications of Time on the Activation and Use of Stereotypes in Personnel Decisions: A Mock Hiring Task” (Under the Advisement of Dr. Dave Shaffer, The University of Georgia, Atlanta)

### **Articles**

- ◆ Economics and Psychology: Exciting Interface in the Emerging Market Milieu
- ◆ “Activation and use of stereotyped beliefs in personnel decisions: A mock (football) draft” (with Shaffer, D. R.), *Advances in Psychology Research*, 14, 185-196, 2002
- ◆ “Activation and Use of Racial Stereotypes in Personnel Decisions: A Test of Two Theories” (with Shaffer, D. R.), *Journal of Applied Social Psychology*, 29, 11, 2292-2307, 1999

- ◆ “The Effects of Gender Differences on Longevity in Intimate Relationships Among African American College Students”, Unpublished. Submitted in May 1991
- ◆ Following the Yellow Brick Road to Success
- ◆ C>E: Results vs. Reasons, Which Side of the Equation Are You On?
- ◆ The Power of Positive Thinking
- ◆ The Real Power of Positive Thinking - Ezine Article
- ◆ There Is No Failure, Only Feedback - Ezine Article
- ◆ March Madness - Are You in the Game? - Ezine Article

### **Cited in**

“Occupational Commitment and Intent to Leave the Coaching Profession: Differences According to Race”, all versions, GB Cunningham, M Sagas, FB Ashley, *International Review for the Sociology of Sport*, 2001

“The Effects of Sexual Orientation on Hirability Ratings: An Experimental Study”, all 5 versions, Van Hoyer, F Lievens, *Journal of Business and Psychology*, 2003 – Springer

Stereotypes and perceptions of the color black and aggressiveness in the context of sports - CA Collier - 1995 - University of Georgia

### **Books and Manuals**

- ◆ “Careers in Psychology Workbook for College Students”, Manual, Dr. Cherry A. Collier
- ◆ “Move Out of Your Own Way”, Dr. Cherry A. Collier
- ◆ “8 Simple Moves to An Extreme Attitude Makeover”, Dr. Cherry A. Collier
- ◆ “How to be a Super Achiever”, Dr. Cherry A. Collier
- ◆ “Mission Possible” (with Stephen Covey and other leading authors), Insight Publishing, Dr. Cherry A. Collier
- ◆ “The Basics of Communicating Successfully at Work – Building Rapport”, Dr. Cherry A. Collier
- ◆ “What to Say to Yourself”, Dr. Cherry A. Collier
- ◆ “8 ways to Succeed in Business”, Dr. Cherry A. Collier

## RELEVANT COURSEWORK

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- ◆ Industrial Organizational Psychology
- ◆ Reinventing Business Leadership
- ◆ Positive Psychology
- ◆ Organizational Effectiveness
- ◆ Organizational Behavior- Managing and Leading Behavior
- ◆ Entrepreneurship & Creativity
- ◆ Social Psychology
- ◆ Quantitative and Qualitative Research Methods & Statistics

## CONFERENCES

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“Applying NLP and Accelerated Learning Styles To Teaching Entrepreneurship” Cherry A. Collier, PhD, Life University & Dorothy E. Brawley, PhD, Kennesaw State University.

The Power Of 10: Ten Creativity Strategies For Integrating Right-And Left-Brain Skills Into Teaching Entrepreneurship. Dorothy E. Brawley, PhD, Kennesaw State University & Cherry A. Collier, PhD, Walden University.

“How to Develop and Implement a Strategic Diversity Management plan” -  
Panelist at the Diversity Summit

“Leading the ‘A’ Team with Confidence: Team Building and Empowerment” Workshop  
- United Water Management.

“Understanding Your True Colors” Seminar - Coca Cola Enterprises

“Understanding Diversity” Seminars - SunTrust Corporation

“Understanding Diversity” Train- the -Trainer workshops - The Russell Corporation

“Empowering Leaders in the New Millennium” Workshop - The University of Georgia,  
Public Safety Division

“Who Moved My Cheese” Seminar - Dekalb County School System In- Service

“Surrender to the Universe” keynote address - Spelman College

“Strategic Diversity Management”, Session Leader - Auburn University

“Brightening Your True Colors” workshop - The Department of Corrections

*“The Implications of Stereotype Use and Race in the Selection of Managerial Personnel”*, a paper presented at the annual Psi Chi conference in Athens, GA. Winner of the University of Georgia Psi Chi National Honor Society best graduate paper presentation competition

*“The Role of Scholarship”* - Panelist at the National Black Graduate Student Conference, Triangle Park, NC

*“Stereotypes and Social Judgments”*, a paper presented at the annual Psi Chi Conference in Athens, GA. Winner of the University of Georgia Psi Chi National Honor Society best graduate paper presentation competition

*“Ability may matter more than skin color”*, a paper presented at the annual National Black Graduate Student Conference in Claremont, CA

*“Social Judgments and Stereotypes”*, a paper presented at the UGA annual Graduate Student Association Conference in Athens, GA

Made several presentations on a variety of topics such as people management, diversity management, people psychology and communication management in conferences, academic institutions and corporations such as

- ◆ Aflac
- ◆ Army Management Staff (Personnel for Executives)
- ◆ Atlanta Commission on Women
- ◆ Atlanta Diversity Managers (ADMAG)
- ◆ National Black MBA Conferences
- ◆ Blacks in Government Conference
- ◆ Centers for Disease Control (CDC)
- ◆ Department of Interior
- ◆ Department of Transportation
- ◆ Environmental Protection Agency
- ◆ Fulton County Government
- ◆ Georgia Pacific
- ◆ Georgia State University
- ◆ International Career Business Form
- ◆ Kennesaw State University
- ◆ Linkage Conference
- ◆ McBride Research Laboratories
- ◆ National Park Service Job Corps Division
- ◆ National Public Administrators Conference
- ◆ Shell Oil Company
- ◆ Sheriffs Department
- ◆ Quest Diagnostics
- ◆ United States Postal Service
- ◆ The Coca-Cola Company
- ◆ Sodexo USA

- ◆ Johnson & Johnson
- ◆ Choice Point

## **HONORS AND AWARDS**

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- ◆ Magna Cum Laude, Spelman College
- ◆ Who's Who Among American College Students, 1991-1992
- ◆ Mortar Board Senior Honor Society
- ◆ Psi Chi National Honor Society
- ◆ Spelman College Mentorship Program
- ◆ University of Georgia University- Wide Assistantship Recipient, 1991-1994
- ◆ Superbowl Host Committee Ambassador
- ◆ Patricia Roberts Harris Fellowship Recipient
- ◆ Featured in Atlanta Journal Constitution
- ◆ Featured in Black Enterprise and Essence

## **PROFESSIONAL AND COMMUNITY AFFILIATIONS**

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- ◆ Member, International Coach Federation (ICF)
- ◆ Member, Society for Industrial & Organizational Psychology (SIOP)
- ◆ Member, American Psychological Association (APA)
- ◆ Advisory Board Member, Metro Atlanta Respite and Development Services
- ◆ Member, American Society for Training and Development
- ◆ Member, Atlanta Society of Applied Psychology
- ◆ Member, America Management Association
- ◆ Corporate Fund Raiser for March of Dimes
- ◆ Member, Teach For Tolerance
- ◆ Captain, "Race for the Cure" Team
- ◆ Member, Society for Human Resource Management

## REFERENCES

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| Name   | Contact information  |
|--|--|
| Dr. Evelyn Chisolm<br>Former Professor of Psychology,<br>Spelman College         | Tel: 404-699.0740  |
| Dr. Myra Burnett<br>Vice Provost & Professor of Psychology<br>Spelman College    | Spelman College<br>350 Spelman Lane<br>Atlanta, GA 30314<br><br>Tel: 404-681-3643  |
| Tommy W. Dortch, Jr.<br>Chairman of the Board<br>TWD Inc.                        | The National Black College<br>Alumni Hall of Fame Foundation,<br>230 Peachtree St. NW Ste 530<br>Atlanta, GA 30303<br>404.524.1106 |
| Dr. Maurice Daniels<br>Dean, School of Social Work,<br>The University of Georgia | The University of Georgia<br>0108 Tucker Hall<br>Athens, GA 30602-7016<br><br>Tel: 706-542-1774<br>E-mail: daniels@uga.edu         |