

Since 2017, Cheryl Robinson has been a regular contributor for ForbesWomen. She focuses on women who have pivoted within their careers with an emphasis on their mindsets. Having interviewed over 100 women, she has had the fortunate opportunity to meet and engage with some of the most powerful, influential and inspiring women in the world. In addition, she has earned six 'Editor Pick' titles.

Currently, Cheryl is in her final stage of a doctorate program in Organizational Leadership. Her dissertation is an in-depth look at the mindsets of individuals who have successfully pivoted. She's expected to defend her dissertation in September 2019.

In 2015 she founded Ready2Roar LLC to house her publications, speaking engagements and interactive training courses/conferences. Shortly after launching Ready2Roar she collaborated with other entrepreneurs to organize the Ivy Startup Conference, a conference that diversified the Ivy League Pitch scene by having companies pitch to a room of investors, accelerators and incubators, and Endurance 2.0, which is a platform for professional athletes transitioning from their playing career to their corporate career aka retirement.

Cheryl has 15 years of event consulting experience within the Sports & Entertainment industry. In addition, she holds a Masters in Sports Management from Columbia University.

She was a part of the 2014 NYNJ Super Bowl Host Committee and NFL Super Bowl Committee, assisted Legacy Business Advisors in developing their sports sector which included a collaboration with SMS Promotions (G-Unit) and served as an event organizer for NJTL's inaugural grand opening.

In addition, she designed a core Sports Marketing and Events Marketing & Sponsorship curriculum for Stockton University where she served as an adjunct professor from 2014-2019.