

SHERRY L. ULSH

Sherry L. Ulsh is a marketing procurement and finance leader with more than 20 years of experience in various positions with increasing levels of responsibility in the CPG, restaurant and non-profit industries. She is currently responsible for category management for creative agencies, associated consultancies, production, talent, sponsorship and public relations for The Hershey Company. In addition, she manages continuous improvement and margin expansion projects delivering savings and process efficiencies.

Prior to Hershey, she managed all facets of marketing finance and operations finance for Church's Chicken including finance and procurement for the Marketing Funds and financial planning and analysis for the corporation. She started her career at Burger King Corporation and worked in a wide variety of financial roles including corporate, operations and marketing finance. At Burger King Corporation, she created and established the marketing procurement function and greatly expanded the marketing finance function to encompass global roles and responsibilities. In addition, she held the position of Executive Director of the Burger King McLamore Foundation responsible for all facets of the non-profit organization including fundraising, governance, branding/marketing, program development and finance.

She is the current chair of the Advertising and Financial Management Committee of the Association of National Advertisers (ANA). In addition, she has served as a prior host of the ANA's Financial Management Conference and sat on a variety of conference panels. She is also a member of the Agency Relations Committee and the Production Management Committee.

She has a great passion for and has been actively involved in community service throughout her life. She is currently a member of the Leadership Team for the Women's Business Resource group at The Hershey Company and a co-founder of Women's Leadership programs at Burger King Corporation and Church's Chicken. She currently serves as a co-chair of the Women's Leadership Network for the United Way of the Capital Region. In addition, she is a board member and treasurer for Lynne Mitchell Foundation, Inc. an organization focused on improving the lives of underprivileged children in Jamaica through educational opportunities. She is also a mentor with the University of Miami School of Business Mentor Program.

She has served in board positions with a variety of organizations including: Church's Partners Foundation, Inc as chair and founder of the Scholars Program which has awarded over \$1M in scholarships since 2014, The League of Women Voters of Miami-Dade County as Treasurer, Hands on Miami as a Board Member, Leadership Miami as a Chairman and the United Way of Miami-Dade County as an Impact Council member. She has also served in volunteer capacities as a "Big Sister" with the Big Brothers Big Sister mentoring program and co-founded the Youth Leadership Miami program through Leadership Miami.

She has a MBA from the University of Miami and a BS from Indiana University of Pennsylvania.