

## *Cherry-Ann Craigwell*

*Management is doing things right; Leadership is doing the right things"*

**Peter Drucker**

*Cherry-Ann Craigwell* champions efficient and value add work ethics. She has had the opportunity to offer her services to the banking sector for 15 years, where she made rewarded and notable contributions to Change & Transformation, Customer Service and Employee Performance. Her continued contributions were extended to the retail sector for 7 years, through strategic implementation of procedures and policies where the organization experienced stability and significant growth.

In her pursuit to assist SME's in their growth and development she co-hosted and facilitated programs in the business strata of Entrepreneurship and Business Fundamentals with a focus on Product, Service and Product Service Innovation as a Business Consultant. She continues to engage organizations in opportunities for export expansion through her direct involvement with the Global Chamber as Deputy Director, Trinidad & Tobago Chapter.

She holds a Ba. Hons. In Business Administration majoring in International Relations and she is presently pursuing an accounting certification.

Her calibre of applied knowledge and strategic management skills are now suitably sought for the development and sustainability of the Caribbean Carnival Council