

# CURRICULUM VITAE

## Sherida Morrison, MSOD

<https://www.linkedin.com/in/sheridamorrison>  
443-825-5571

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### FACULTY INSTRUCTOR & ORGANIZATION DEVELOPMENT PRACTITIONER

Workforce Development - Change Management - Leadership Development

Experienced Organization Development Practitioner with over 15 years of expertise in designing and executing successful organizational strategies. Specializes in workforce development with 13 years of experience driving transformative change, improving workforce initiatives, boosting organizational performance, elevating team effectiveness, and expanding partnerships. A results-oriented practitioner with a proven track record of crafting and executing strategic plans, managing organizational change, and developing policies. Adept at process management and coaching, known for delivering tangible results and value.

### TEACHING & FACILITATION EXPERIENCE

Faculty and Program Coordinator, Coppin State University

2021-Present

Responsible for coordinating aspects of the day-to-day operations of the program, including program outreach, advisement, course assessment, curriculum development, student support, and committee assignments. Work closely with faculty, staff, and industry professionals to develop and implement new initiatives that support the growth and success of the program and its students.

- **Introduction to Entertainment Management:** Provides students with a foundational understanding of the entertainment industry and the key elements of managing entertainment-related businesses and events.
- **Essentials of Business Communication:** Course focuses on developing effective communication skills that are essential for success in the global workforce, including written, verbal, and nonverbal communication.
- **Principles of Management:** Provides students with a comprehensive understanding of key management concepts and principles, including planning, organizing, leading, and controlling.
- **Business and Professional Ethics:** Students engage in theory and practical activities that explored the study of moral principles and values that guide human behavior in the workplace.
- **Organizational Behavior:** Course engaging students in theories that are central to the study of actions and attitudes of individuals and groups in organizations.
- **Risk Management:** Students explore strategies and techniques used to identify, assess, and mitigate potential risks in an organization.
- **Artist Management:** Students learn about the various aspects and the application of managing the careers of musicians, performers, and other creative talents.
- **The Business of Music:** Course provides students with an overview of the music industry and the various business aspects and applications involved in the production and promotion of musical talent

**Other Professional Development and Training Facilitation** Classroom instruction and training designed to boost personal and professional growth. Tailored curriculum to meet individual and stakeholders needs and goals.

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The Igniters Institute 2016-Present  
Pressley Ridge 2018 - 2021  
Goodwill Industries of the Chesapeake 2009-2014  
Energy Theory Management, 2003-2012

### *Course Responsibility:*

- |                          |                           |                        |
|--------------------------|---------------------------|------------------------|
| - Management             | - Program Management      | - Career Development   |
| - Leadership Development | - Transformational Change | - Conflict Resolution  |
| - Customer Engagement    | - Emotional Intelligence  | - Project Management   |
| - Grant Writing          | - Executive Coaching      | - Workforce Engagement |

### **PROGRAM & PROJECT MANAGEMENT**

- Reestablished and provide coordination and oversight for the Entertainment Management Program at Coppin State University.
- **Managed human and financial resources** resulting in the renewal of a **\$3MM** federal grant.
- **Facilitated oversight of a \$1.8MM** youth workforce program for Baltimore County's Department of Economic and Workforce Development under the Workforce Innovation and Opportunity Act (WIOA)
- **Directed the Accreditation process for Council on Accreditation (COA) for youth workforce development programs in Ohio, Delaware, Maryland, West Virginia, Virginia, and Pennsylvania.** Led teams through the COA accreditation process for organizational programs located in six (6) states resulting in the youth workforce development program received full accreditation.
- **Developed plans and evaluated risk for improved performance outcomes audits led by the State of Maryland and Department of Labor** by revising the service delivery model, developing policies and procedures, conducting professional development, and coaching sessions, and providing technical assistance that improved records maintenance and overall performance outcomes
- **Provided local partner engagement between large public institutions:** Baltimore County's Department of Workforce and Economic Development, Community College of Baltimore County, Baltimore County Public School, Department of Health, Department of Housing, Local Management Board, and community programs.
- **Served as the public spokesperson** for youth services, delivering presentations, training/technical assistance and often serving as a subject matter expert throughout the region
- **Devised and implemented change management** methods, theories, and strategies to effectively streamline structural and systematic processes
- **Enhanced workforce development visibility, partnership engagement and increased the annual program budget by 20% within the first year** through strategic partnerships and resource sharing within intergovernmental and cross-departmental teams to develop new programs and cultivate existing resources
- **Actively engaged federal, state, and local agencies** by providing input on WIOA, State/local

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policy development, while providing insight on technical assistance and new legislative processes

- **Provided an inclusive learning environment** that fostered the development of others, facilitated cooperation and teamwork, and supported constructive resolution of conflicts

### **ENTERTAINMENT INDUSTRY ENGAGEMENT**

Energy Theory Management, 2003-2012

U-Turn Marketing, 2002-2003

Powerhouse Marketing/Unruly Records, 2000 – 2002

- Assisted entertainers and industry players with career and professional development
- Facilitated connections between entertainment professionals, including talent vendors, concert promoters, television personalities, disk jockeys, radio hosts, and social media influencers
- Managed programs, special projects, and events for prominent entertainment figures
- Created comprehensive career growth plans for entertainment artists
- Networked with entertainment industry professionals at the national and international level
- Conducted research on market trends and popular culture in entertainment
- Compiled a comprehensive database of entertainment industry contacts
- Organized live performances, workshops, experiences, and materials for musicians and audiences.

### **RESEARCH/CONSULTING PROJECTS (partial list)**

**Kajabi**, Irvine, CA – Focus Group Facilitator 2022

Facilitated a focus group for an Executive VP team with a lens on employee retention and diversity, equity, inclusion, and belonging.

**RCDC**, Anne Arundel County, MD – Annual Retreat Development 2021

*Corporate Retreat*: Facilitated a three-day leadership retreat focusing on team engagement, communication, and organization performance.

**Rails-to-Trails Conservancy**, Baltimore, MD – Consultant 2021-2022

*Community Perseveration and Equity – Stakeholder engagement and Research*: Facilitated stakeholder research and community discussions for the development of an equitable development plan.

**Westfield Neighborhood Improvement Association**, Baltimore, MD – Moderator 2020

*Neighborhood Association – Community conversation*: Moderated a community conversation between 250 Westfield community members, incoming rehabilitation center, and other community stakeholders.

**Himendi**, Lake Worth, FL– Program Development 2019

*Youth Program development*: Consulted a youth development program director and conducted research to support program funding within the Lake Worth Florida community.

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**Anne Arundel Workforce Development Corp.**, Anne Arundel County, MD – Workforce Development 2017 - 2018

*Workforce Development – Program development and facilitation:* Advanced over 425 Anne Arundel County constituents through several workforce development skill building trainings. A comprehensive workforce development program was developed to support training and facilitation to support performance outcomes of the emerging workforce.

**Pepco Holdings Company**, Washington, DC - Substation Engineering Employee Retention 2015- 2016  
*Employee Retention - Change Management:* Facilitated internal research to support overall employee engagement and morale using the Action Research Cycle. As a researcher and consultant, I analyzed the corporate environments, developed survey tools for engagement, conducted interview and supported large engineering teams with recommend changes to support sustainable workplace efficiency and retention.

**European Space Agency**, Amsterdam, Netherlands - Technology Business KPI Development 2015  
*KPI Development/Employee Engagement – Cultural Transformation:* Facilitate internal research through stakeholder interviews, surveys and focus groups to increase departmental alignment within the overall system and enhance employee engagement while mobilizing internal stakeholders toward producing outcomes in alignment with Key Performance Indicators.

### **CONFERENCES/PRESENTATIONS (partial list)**

“Leading Under Construction”, Maryland United for Youth, Annapolis MD 2022  
“Leadership Development”, Eastern Atlantic Diocese, Baltimore, Maryland 2022  
“Faith, Forgiveness, and the Process of Reconciliation”, TII, Baltimore MD 2022  
“Getting The Bag”, Mayor Brandon Scott’s Youth Summit, Baltimore MD 2021  
“Principles of Peace Building on the Korean Peninsula”, IADP Peace Forum, Virtual, 2021  
“Leading Under Construction”, Maryland United for Youth, Virtual 2021  
“EARN Workforce Mini Conference”, MD Department of Labor, Virtual 2021  
“Front Lines: Post-Pandemic Strategies”, GW School of Medicine, Virtual 2021  
“Entrepreneurship,” Butler Squared Launch, Baltimore, Maryland 2020  
“Guest Leader,” United Peace Federation, Seoul Korea, 2020  
“Leadership Amplified,” Institute for Economics and Peace, Sydney Australia 2020  
“MBTI Training,” Pressley Ridge Independent Living, Towson, Maryland 2019  
“Leadership Amplified,” Eastern Atlantic Diocese, Baltimore, Maryland 2019  
“Pathways 2 Success, Promoting Leadership, Youth Symposium Annapolis, Maryland 2019  
“Infinite GRIT,” Glow Up Conference, Portsmouth, Virginia, 2019  
“Change and Transition Towards Winning Outcomes,” Workforce 180 – Presenter 2018  
“Leadership Amplified,” YES Youth Development, 2017  
“Findings Report”, ESA, Amsterdam, 2015  
“You Win,” My Life Matters Presented by Toyota, Owings Mills Maryland 2015  
“Baltimore Co. Youth Symposium”, Baltimore Co. Government, Towson, Maryland 2015

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### Co-presentations:

Morrison, S., Ali, S. "Different Isn't Deficient," MD Raising the Bar, Columbia Maryland 2019  
Morrison, S. Rivera, M., Ali, S. "Career X" AAWDC Workforce Development Series 2017

### **BOARD/OFFICE APPOINTMENTS/COMMITTEE ASSIGNMENTS**

- Student Engagement Co-Chair, College of Business 2023
- Member, Assessment Committee, College of Business 2023
- Member, Eagle Choice Awards Committee, Coppin State University 2022
- Member, Campus Affairs, Coppin State University 2022
- Member, Leadership Team, College of Business 2022
- Member, Hiring Committee, College of Business 2022
- Peace Ambassador, United Federal of Peace for the UN's Economic and Social Council 2022
- Elected Official, Maryland Democratic State Central Committee 2022
- Executive Board Member, Adonai Partners 2022
- Peace Ambassador, Institute for Economics and Peace 2021
- Diversity and Inclusion Committee, Pressley Ridge 2020- 2021
- Advisory Board Member, Business Volunteers Maryland 2017-2019
- Baltimore County Workforce Board, Staff Member, 2011-2014

### **EDUCATION**

#### **MASTER OF SCIENCE in Organization Development**

American University, Washington, D.C. 2016

- Organization Theory and Diagnosis
- Group Theory and Change Facilitation
- Applied Research Methods
- Organization Analysis and Strategy
- Implementing Systems change
- Coaching and Consulting

#### **Academic Residency:**

*International Residency* European Space Research and Technology Center  
Noordwijk, The Netherlands

*Corporate Practicum* Pepco Holdings Company, Washington D.C.

#### **MASTER OF SCIENCE in Entertainment Business**

Full Sail University, Winter Park, FL. 2011

#### *Course Responsibility:*

- Executive Leadership
- Media Literacy
- Advanced Entertainment law
- Product/Artist Management
- Digital Marketing & Research
- Publishing/Distribution
- Entertainment Business Finance
- Business Storytelling & Branding
- Project Management
- Business Plan Development

#### **BACHELOR OF SCIENCE in Social Science**

Coppin State University, Baltimore, MD. 2004