

## Cheryl Howard

*Vice President of Marketing*  
Simmons College



Cheryl E. Howard, Vice President of Marketing, Simmons College, leads university-wide marketing efforts to raise brand awareness and to competitively position the

College, drive admissions inquiries and increase alumni support. Cheryl oversees marketing, publications, public relations, advertising, online marketing and advancement communications. Cheryl, a Simmons College undergraduate alumna, joined Simmons in September 2007 with 19 years in marketing & brand management experience at The Gillette Company and 4 years of marketing and customer relationship experience at Digital Equipment Company.

At Gillette, Cheryl directed the development of many new products launched in international and national markets. Her last assignment involved the management of the North American Personal Care group, a \$450 million business that included the #1 male AP/Deodorant, Right Guard, as well as the Soft & Dri, Dry Idea, Gillette Series, Gillette Complete, Satin Care and Foamy brands.

She operated in both marketing organizations at Gillette - Global Business Management and Commercial Operations - where she demonstrated her skills of strategy development, long range planning, P&L responsibility, customer interfacing, and business building. In addition, at one time, she was responsible for Gillette's entire marketing effort to the African American and Latino markets in the U.S.

At Digital Equipment Company, Cheryl managed the Consumer Packaged Goods (CPG) Industry Marketing group that designed and implemented public relations, marketing, advertising and educational programs aimed at CPG customers. She was a key member of the Core Team for DECWORLD, a two-week educational conference for 20,000 world-wide customers held every other year in Boston at the World Trade Center.

Cheryl is on the Board of Directors and the Audit Committee of The Partnership Inc, a leadership development organization for professionals of color in Boston. She is on the Board of Directors of The Efficacy Institute, a consulting group providing services to urban public school systems and community/human services agencies Cheryl has experience as an adjunct professor teaching courses in marketing, consumer behavior and new product development at the graduate and undergraduate level at Northeastern University, Simmons College and Boston University.

She received a BA from Simmons College and a MBA from Harvard University. In addition, she was the first African American woman to receive a DBA in Marketing from the Harvard Business School. Her awards include Visionary Women of 21<sup>st</sup> Century – National AKA, the

American Marketing Association Edison Gold Award, Dollar & Sense Magazine Top 100 Professional Women Award, and a Marketing Achievement Award – Digital Equipment Company and Boston Partners in Education Honors Award. She is a member of the Middlesex County Chapter of Links, Inc.

Cheryl has two grown children, Mora, a Reading Literacy Specialist & teacher in the Cambridge MA public schools and Henry, a young real estate developer. Cheryl is married to Dr. Jeffrey P. Howard. They live in Reading MA.