



Sharon Delaney McCloud

Biography

www.SharonDelaney.tv

SHORT BIO

Sharon Delaney McCloud is an Emmy Award-winning broadcaster, TEDx Speaker, Certified Diversity Executive CDE®, adjunct professor, agency owner, cancer slayer and communications expert whose goal is to help people make impact in business and life by embracing the power of communication. As you'll hear her say often, words matter.

By sharing how storytelling in business can move hearts and minds, Sharon imparts expert insights to leaders and their teams so they can drive business results. Audiences worldwide describe her programs as “deeply relevant, moving and actionable.”

Sharon is a fierce advocate for women in business and develops programs designed to elevate their career trajectory. Featured in Thrive Global, Enterprising Women, Sheryl Sandburg's Option B platform and co-author of *Keep Going, Memoirs of Strength, Courage & Perseverance*, Sharon shows people how they can inspire, influence and ignite change. Her diverse client list includes Cisco, Lenovo, Eaton, 7-Eleven, Duke University, UNC Health, Florida State University, SAS, Biogen, Merz and many more.

Prior to launching her 3 time honored INC 5000 company, Sharon spent 20 years as an Emmy award-winning television journalist covering everything from NASA to politics to the Super Bowl at stations across the country.

LONG BIO

Sharon Delaney McCloud is an Emmy Award-winning broadcaster, TEDx Speaker, Certified Diversity Executive CDE®, adjunct professor, agency owner, cancer slayer, Olympic Torch Bearer, author and communications expert who who inspires leaders & teams to improve communication and build resilience to drive business results.

Sharon earned a Bachelor of Science degree in Communication from Florida State University before embarking on a career as a television journalist. From the Persian Gulf War to John Glenn's historic return to space to the Super Bowl to hurricanes, floods, politics and entertainment, she has covered thousands of stories that have affected people's lives on a daily basis. Sharon also moderated gubernatorial and mayoral debates throughout North Carolina and served as a mentor for young journalists beginning their careers.

After leaving television news, Sharon founded Greenroom Communications, a North Carolina—based video production and marketing firm, with Kim and Penn Holderness (the XMAS Jammies Family). They worked with big brands like Target, Samsung, H&R Block and Chase Bank. At one point, they even had a reality show on UPtv. In 2016, Greenroom merged with Walk West to

become a full-service digital marketing agency that's been recognized 3 times on the INC 5000 list.

Sharon has been featured in numerous publications, including Sheryl Sandberg's Option B digital platform, *Enterprising Women* and co-author of the new book, *Keep Going, Memoirs of Strength, Courage & Perseverance* and serves as an adjunct professor at NC State University's Jenkins MBA Program.

Sharon was born in Nairobi, Kenya and spent her early years in East Africa attending schools in Kenya and Tanzania before moving to the United States. In addition to her television career, Sharon worked for the Department of Defense's U.S.O. program and traveled all over the Middle East, Mediterranean and Europe entertaining American troops as part of an all-girl group, The Florida Girls. Additionally, Sharon graduated from the New World School of the Arts in Miami and performed for a season with the Greater Miami Opera.

Sharon is very active in the community and serves on a number of Boards of Director and advisory committees for non-profit organizations in North Carolina.

