



Cheryl Zipay Kirby, Ph.D.

HCD Ph.D. Alumnia- Class of 2012

DISSERTATION TITLE:

Assessing a Culture of Innovation
Leadership on the Human Capital in
Healthcare

Chair: Dr. Heather Annulis

EDUCATIONAL EXPERIENCE:

Bachelor's Degree

Communication Arts
University of Florida

Master's Degree

Health Communication Leadership
University of West Florida

Doctoral Degree

Human Capital Development
The University of Southern Mississippi

RESEARCH INTERESTS:

- Economic Development
- Business
- Training and Development
- Leadership

Dr. Cheryl Kirby is the Chief Operating Officer and the Deputy State Director for the Florida SBDC Network. Since August 2011, Dr. Kirby leads the statewide network of more than 40 offices and nearly 250 employees, providing oversight in the continued success of Florida's largest and leading provider of hands-on business assistance for small and medium-sized businesses.

Under her vision to drive an organizational culture committed to innovation and continuous improvement, Dr. Kirby has led the network through the attainment of many strategic initiatives, including a successful re-branding, the development and implementation of the network's strategic plan - Vision 2020.

Dr. Kirby has over 25 years of experience in marketing, training, innovation leadership, and strategic planning. Prior to her tenure with the Florida SBDC, Kirby served as an Adjunct Faculty Member in the Communication Arts and Engineering and Computer Technology Departments at the University of West Florida.

AWARDS AND RECOGNITION:

- Florida SBDC- the 2016 Governor's Sterling Award
- The Board of Examiners for the 2014 Malcolm Baldrige National Quality Award
- America's SBDC Accreditation Committee Member
- STEM Story Board of Directors and Leadership Pensacola