

Dean's Advisory Council (DAC)
Executive Bio: Cheryl Keck



BIO

Since joining Datrose in 1998, Cheryl has led the growth of the company and defined and delivered new strategic service offerings in staffing, contact centers, document management and accounts payable automation. As President/Chief Operating Officer, she is responsible for the day-to-day operations in the four operating divisions as well as the company's IT, Human Resources, Sales and Marketing functional groups.

Cheryl is responsible for building partnerships and broader client/business relationships. She leads Datrose's market strategy, has expanded the company's geographic footprint, and is responsible for entry into the federal and state government sectors.

In 2007 Cheryl was among the first individuals to earn recognition as a Certified Outsourcing Professional (COP as designated by the International Association of Outsourcing Professionals IAOP). The COP designation distinguishes Cheryl as a leader in the field of outsourcing. It demonstrates her expertise and skills in successfully leading outsourcing initiatives, governance oversight, strategic management, and ensuring return on investment.

She has also received certification for attending Lean Six Sigma™ Champions Training, and serves as a sponsor for Green Belt quality process improvement projects.

Cheryl holds an MBA in Management and International Business from Rochester Institute of Technology. Her undergraduate work was also done at RIT where she earned a Bachelor of Science degree in Business Administration with High Honors.

Prior to joining Datrose in 1998, she was an Operations Executive for an international sporting goods company based in Orlando, FL.

Cheryl serves on the Board of Directors for Datrose and has held numerous other board and committee positions including:

- SBA Advisory Board
- Board Member NY/NJ Minority Supplier Development Council
- Rochester Institute of Technology Dean's Advisory Committee
- Business Advisory role for Unity Health's Action Towards Employment program
- Business Advisory role for Preferred Care, an HMO
- Member of the Steering Committee for the Rochester Business Education Alliance
- Treasurer for the Genesee Valley Chapter Society for Human Resource Management
- Training & Certification Committee for IAOP's Certified Outsourcing Professional program

Cheryl is active with many community organizations and is passionate about helping to bring employment opportunities to the disadvantaged, disabled, and to our country's Veterans.

“Cheryl exemplifies what it means to act as a partner and to represent a brand. She has always operated in the highest capacity, balancing the needs of Datrose with that of the client. I have admired the way she harnesses everyone's energy and focuses her team on the goals at hand. Cheryl has always embodied the Datrose brand and has been a true leader in every sense of the word.”

S. Hathaway, Client Relationship Manager