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# Cheryl “CP” Perez- Short Bio & Introduction

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Cheryl “CP” Perez is CEO of [Cheryl C Perez Brands](#), a brand of companies that provides consulting, coaching, and online training programs to entrepreneurs and business owners who want to develop and build the **Operational, Sales, Service, and HR** processes and systems to start and scale their businesses. CP has over 25 years of experience in starting and scaling businesses—including her own—so she possesses a uniquely qualified insider view of what makes a business truly succeed... and she gives you step by step guidance so you can determine, document, delegate, and reclaim your time and experience the freedom of living a life that you love!

CP is also host of [CPTV](#), a weekly YouTube show that provides free step by step process training for anyone who wants to systemize their organization. When she isn't being a SHEBOSS (*she has received over 100 awards in her career and been featured in several publications including appearances on NBC and FOX*)... CP loves football, spending time with her husband, 6 children and 2 fur babies, retail therapy, HGTV, and mandatory self-care!

CP says:

”I’m all about working smarter not harder, because working from the beach is my idea of heaven... so let’s keep in touch! I’m on [YouTube](#), [Instagram](#), [LinkedIn](#), and ClubHouse @cherylcperetz and [FaceBook @ccpimpact](#)”! Or you can visit her website at [www.CherylCPerez.com](http://www.CherylCPerez.com).