



CHERYL MACK

Commander
DISC Type : D

Event Project Management Consultant - Under2 Coalition General Assembly at The Climate Group
New York City Metropolitan Area, United States

Overview

Cheryl Mack is an event producer with over 25 years of experience managing large-scale projects for international clients like The Climate Group and the UN. As the founder of Mack Made LLC, she specializes in strategic marketing and creating impactful experiences. She holds a Certificate in Fundraising Management from Indiana University.

Deeply committed to the arts, Cheryl is the Co-Founder and Executive Director of the Bridge Art Gallery and founder of the Bridge Arts Festival. She serves as Chairwoman of the Public Arts Commission for New Castle County, dedicating her efforts to making arts accessible and fostering community engagement through cultural programming.

Cheryl simultaneously produces global climate change forums while also running a community-focused art gallery, bridging environmental action with cultural enrichment.

Personality Overview

Very Quick

Impact-Driven

Decisive

They are not focused on building rapport and relationships. More than the product, they care about the effectiveness of the product. They like to act fast and expect others to do the same.

Topics They Care About

Climate Action Events

Organizes high-profile global gatherings, such as for The Climate Group and UN-related forums, to address pressing environmental issues.

Community Arts

Co-founded the Bridge Art Gallery and the Bridge Arts Festival to enrich local cultural landscapes and reduce barriers to arts engagement.

Sustainable Initiatives

A core focus of her professional work is planning and executing sustainability forums and events, including her role as founder of Delaware Climate Week.

Public Art Curation


Serves as the Chairwoman for the New Castle County Public Arts Commission and Chief Curator for the Redding Gallery, showcasing regional and national artists.

Impactful Experiences

Her firm, Mack Made LLC, specializes in designing "moments that move people" by connecting art, culture, and social impact through strategic events.




Media Appearances

 **WDEL VIDEO | New Castle Co. dedicates \$\$\$ for public arts (featuring Cheryl Mack of the Bridge Art Gallery). Featured in Bridge Art Gallery (WDEL video)**


[Read Now](#)

Article

 **Meet Christopher Mack | Christopher & Cheryl Mack | Owners of the Bridge Art Gallery. Featured in Shoutout Miami**

[Read Now](#)

Article

 **#PeopleOfWilmDE Welcome Cheryl and Christopher Mack, the Co-owners of Bridge Art Gallery to Wilmington. Featured in Bridge Art Gallery**

[Read Now](#)

Article

Work History

- 7-2019 - 12-2019
Event Project Management Consultant - Under2 Coalition General Assembly at The Climate Group
- 4-2018 - 10-2018
Event Project Management Consultant - Under2 Coalition General Assembly at The Climate Group
- 10-2016 - 4-2017
Event Project Management Consultant - SEforALL Forum at Sustainable Energy for All (SEforALL)
- 6-2016

Education

- Education details unavailable from Emory University
- Certificate in Fundraising Management from INDIANA UNIVERSITY

Executive Director & Co-Founder at Bridge Art Gallery

• 5-2016

Co-Founder and Principal Partner at Mack Made LLC

More Information

Social Presence :



Prographics :

Exp : 17 Location : **New York City Metropolitan Area, United States** Job Level : **Leadership**

Designation : **Event Project Management Consultant - Under2 Coalition General Assembly at The Climate Group**

Insights For Selling To Cheryl

👉 During A Call Or A Meeting

DO's

- Use phrases like 'it's your decision', 'strategic impact' etc.
- Make sure that you circle back fast on any action items, it wins their trust
- Get to the point quickly instead of spending time doing small talk

DONT's

- Don't focus on process and rules, give the impression of being a 'gets it done' person
- Don't be in a rush to invite them for a social meet and greet
- Avoid being a storyteller and don't try to oversell

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Cheryl, this is [user_fname] at [user_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: To the point

Example: Personalization', 'Sales conversion' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Skip 'Warm regards', 'Best wishes' etc., just write your name

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

Example: Less than 75 words

👉 While Negotiating & Closing

The secret to closing fast with Cheryl is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Cheryl

- *If they decide not to use your product, they will say no clearly.*

Insights For Deal Planning

How Fast (Or Slow) Will Cheryl Move?

- *They can take decisions very fast if you manage to convince them.*

Can Cheryl Take Some Risk Or Not?

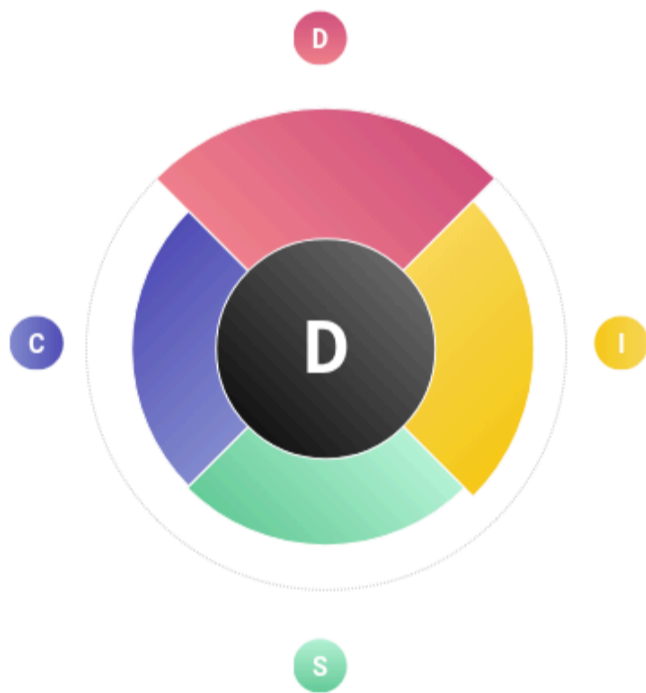
- *The risks don't matter much to them.*

You And Cheryl

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Cheryl's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.