



# IS YOUR BUSINESS FIT?

## LaSonya Berry CEO, McPherson|Berry



LaSonya Berry, CEO

LaSonya Berry is an award-winning HR consultant, author, and speaker. She is also the founder of McPherson|Berry - an industry award winning firm that provides HR consulting services, leadership development, champion diversity, equity & inclusion, and capacity building solutions to grow organizations. She is an HR thought leader that helps businesses and individuals achieve their full potential by increasing performance, driving operational excellence, minimizing risks, and building leaders.

LaSonya is an Enterprising Woman of the Year, WBENC Business Star, one of the 25 Most Powerful Minority Women in Business, and among the list of Charleston Business Journal's Forty Under 40. McPherson|Berry made the exclusive HR industry Leadership 500 Excellence Award for leadership development and programs specifically for women and individuals in STEM areas. LaSonya is the mastermind behind EYE, the national business development program for minority millennial CEOs, and the Next Level Programs for increasing diverse leaders in the workplace and business ownership.

She has served on various boards including the National Association of African Americans in Human Resources (NAAAHR), SHRM Georgia State Council, and the Carolina Virginias Minority Development Council (CVMSDC). A two-time Clemson University alumna, LaSonya holds a BS in Industrial Engineering, an MS in Human Resource Development, and ABD in Educational Leadership. She frequently writes human resources content and publications, is featured in several magazines, a sought-after national speaker, and works with executives as a performance coach. LaSonya has authored several books including "101 Power Tips for the Workplace" and the "CEO Strategy Planner" for business owners and executives.