

Cheryl Hammond

Biography

Cheryl Hammond spent over twenty-two years in numerous sales and marketing positions at AT&T, including eighteen years working with AT&T's Latin America operations in various sales leadership and market development roles. Ms. Hammond was responsible for opening and developing the border region market for AT&T and was instrumental in developing and implementing AT&T's strategy for Mexico, which included the formation of a \$1B joint venture to offer telecom services to the Mexican market.

Ms. Hammond has extensive experience in developing new markets and building relationships in Latin America, is fluent in Spanish, and has managed numerous geographically dispersed cross-cultural teams. She has thorough knowledge of Latin American markets, a deep knowledge of the Mexico market, and a strong understanding of decision-making processes in foreign enterprises.

Since retiring from AT&T, Ms. Hammond has been a consultant primarily focused on sales enablement, sales training and sales training program development. Additionally, for the past three years Ms. Hammond has served as a Principal for the San Diego Regional Investment Center, an EB-5 Regional Center approved by the US Citizen and Immigration Services which was successfully sold in 2015.

Currently, Ms. Hammond continues on the Executive Committee at the Otay Mesa Chamber and is a member of the South County EDC. She has served on the board of National City-based International Community Foundation since 2007 and was Board Chair from 2009-2011.

Ms. Hammond graduated with a B.A. in Spanish and International Relations from Washington University in St. Louis, and obtained an M.B.A. in Marketing and Finance from UCLA. She has attended advanced management programs at UC-Berkeley and Wharton.