



Profile of Shelly Berman-Rubera

“Shelly's ability to educate, motivate and empower are unsurpassed in the market today. It is her dedication and whole system approach that sets her apart from any other out there today.”

— Cody Travers, CEO, CIO Global Inc.

Founder and President of SBR-Small Business Results, Newton, MA, **Shelly Berman-Rubera**, is a **Certified Small Business Coach, Emotional Intelligence Leader, and past owner of a Lifestyle Management and Personal Training company**. It is the combination of her credentials and experiences that offers small business owners and independent professionals unique and inspiring business development consulting and programs.

Shelly Berman-Rubera delivers the inspiration, education and the tools for business development implementation. She is an energetic entrepreneur with over 20 years of experience having started four businesses. Her expertise lies in the ability to recognize where issues and problems arise for small business owners on a daily basis. Within a flash she can come up with an idea, a strategy, a tool, or a program, that will bring **Small Business Results**.

Shelly's strengths include outstanding communication, collaboration, sales and marketing skills. Her hallmark is her belief in people and their companies. She asks the right questions and creates experiences to increase people's commitment to developing themselves and their businesses. Entrepreneurs to executives have benefited from her **decisiveness** and **creative ideas**. Shelly's excellent speaking abilities, her credibility and motivational techniques have instilled **great learning and change to businesses**. Shelly is "extremely supportive," they report, and "instinctively attuned and committed to the success of her clients and audiences."

As a dedicated and passionate **entrepreneur**, Shelly has created four companies including: SBR – Small Business Results, Professional Fitness by Shelly, Shelly Berman School of Dance, and Understanding Peri-Menopause. She is the current president for **The Women in Business Connection** as well as on the Strategic Planning Committee for the Newton Needham Chamber. Shelly was also named Ambassador of the year in 2006, was the former chair for the Newton-Needham Chamber Women in Networking Committee for three years, and past co-chair for Strictly Networking. She has also won trophies as a competitive athlete, while being married and raising two children.

Her **programs and presentations** have been held at many corporations including Babson College, Hyatt Regency Cambridge, CIO Global, Omgeo, The Bulfinch Group, Coldwell Banker Brokerage, FEMA, Constant Contact, Society of Professional Consultants, and Women In Business Connection. Partnerships with SBR-Small Business Results include, Small Business Success of Minnesota and Constant Contact.