

25 YEAR LEGACY

Prior to founding InclusionINC, I served as Division Sales Manager for the Carolinas at Frito-Lay, the only woman among 26 leaders. I led high-performance sales operations in a highly competitive, results-driven environment. Despite being the only woman in a leadership team of 26, I consistently delivered top-tier results, ranking #6 in sales performance company-wide.

Division Sales Manager, Frito-Lay: Carolinas | Supermarket

- ✓ Drove strategic sales growth in a high-volume territory, managing market expansion, customer relationships, and competitive positioning
- ✓ Led and developed high-performing sales teams, optimizing performance to exceed corporate revenue and market share goals.
- ✓ Navigated complex corporate structures to implement sales strategies that delivered measurable business impact.
- ✓ Gained firsthand insight into the business case for inclusion, recognizing how diverse perspectives drive performance, engagement, and innovation.

This leadership experience laid the foundation for my future work in Inclusion, Diversity, and Equity, equipping me with the strategic, organizational, and cultural insights that continue to shape my approach to business transformation.

Shirley's Core Competencies

Leadership Coaching: Training executives and teams to understand and leverage the power of inclusion to drive company results and improve their leadership.

Global Inclusion Initiatives: Scaling Learning Over Time™ projects from the C-Suite to the front line.

Strategic Advisory: C-Suite consulting on the power of a strong culture to business growth.

Research-Proven Methodologies: Demonstrating the profitability of inclusion through data-driven approaches including the Global Inclusion Index.

Practical Business Experience: A seasoned business leader, having served as Divisional Sales Manager for Frito-Lay, with a deep understanding of operational and sales-driven business strategies.



InclusionINC – Founder and CEO

For 25 years at InclusionINC, my guiding principle has been straightforward yet transformative: Inclusion is a Business Strategy™. And this isn't just rhetoric—our Global Inclusion Index shows that when companies fully commit to genuine inclusion, engagement rates double. In a truly inclusive environment, belonging becomes the standard, not the exception. **When inclusion drives business, it becomes woven into the very DNA of the organization.**