

Cheryl Beard
Technology Marketing Director
Battle Creek Unlimited, Inc.
269.968.1515
beard@bcunlimited.org



Cheryl L. Beard joined Battle Creek Unlimited in 1992. Previously the Downtown Development Director, Cheryl Beard was promoted to a new position, Technology Marketing Director. Her primary responsibilities include managing Battle Creek's fiber-optic initiatives, enhancing BCU's web site as a marketing tool for properties all over Battle Creek and other technology based improvements. Cheryl also assists commercial businesses in the Central Business District and surrounding areas. Ms. Beard is the Administrator for the Dickman Road Business Improvement District. The District consists of the main thoroughfare that connects the central business district to the W.K. Kellogg Airport and Fort Custer Industrial Park, and spans through two municipalities.

Ms. Beard holds a B.A. in Business Administration from Western Michigan University. Her leadership positions in the community include Vice Chair of Kellogg's Cereal City USA, Vice Chair of Kellogg Arena, board member of Burnham Brook, Battle Creek Area International Relations Committee, Battle Creek Hot Air Balloon Championship, and Rotary Club of Battle Creek.