

Keith Sherrill · 2nd

Leader, Storyteller, & Oxford Comma Enthusiast.

Boulder, Colorado, United States · 500+ connections · [Contact info](#)



Bunker Labs



William & Mary

## Experience



### Veteran in Residence

Bunker Labs

Jul 2020 – Present · 7 mos

Denver, Colorado, United States

A partnership of WeWork and Bunker Labs, Veterans in Residence is a highly-selective six-month startup incubator and leadership program that provides veteran entrepreneurs the community, business skills, and workspace to help launch and scale their business.



### Haint Blue Brewing Company

5 yrs 2 mos

#### Strategy Manager

Jan 2017 – Present · 4 yrs 1 mo

Mobile Metropolitan Area

Customer-Centric & Metrics Driven Thinker; produced + sold a #1 selling product.

Socially Responsible Leader: led a strategic initiative to become the 1st Certified B Corp. manufacturer in the State of Alabama; 1 of 14 breweries in the world to accomplish this. ...see more



The Story of Haint Blue |  
What About This?

#### Founder

Dec 2015 – Jan 2017 · 1 yr 2 mos

Mobile, Alabama, United States

Cross-Functional Leader : raised \$1.2 million via Regulation Crowdfunding, angel investments & traditional financing through 2 marketing campaigns + 3 operational team projects.

Project Manager: led the Haint Blue brand from conception to implementation.



Haint Blue Brewing Co. |  
Taproom Project



### Relationship Marketing Manager (Project Manager)

160th Special Operations Aviation Regiment (Airborne)

Aug 2012 – Feb 2016 · 3 yrs 7 mos

Greater Seattle Area

Improved brand loyalty and lasting satisfaction amongst 4 inter-service customer groups by increasing disruptive capabilities by 30% throughout North America & Asia.

Grew a recruitment marketing team by 33% on the Korean Peninsula. ...see more



### MEDEVAC Pilot

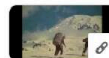
10th Mountain Division, United States Army

Aug 2010 – Aug 2011 · 1 yr 1 mo

Kabul, Afghanistan

Operated as a chief brand champion for the legacy and memory of America's World War II alpine and winter warfare soldiers.

Transported 100+ patients from the battlefield to a treatment facility within 1 hour.



Fire on the Mountain  
Official Film Trailer



### Team Leader

75th Ranger Regiment, U.S. Army

Dec 2003 – Jul 2008 · 4 yrs 8 mos

Fort Benning, Georgia, United States

## Education



### William & Mary

Master of Business Administration (MBA)

William & Mary has been called the Alma Mater of the Nation because of its close ties to America's

founding fathers. A 17-year-old George Washington received his surveyor's license through W&M and would return as its first American chancellor. Thomas Jefferson received his undergraduate education here, as did presidents John Tyler and James Monroe. Beyond a traditional business curriculum, I was taught to think like a renaissance manager & to become a revolutionary leader.

Core courses:  
Renaissance Manager (Design Thinking)  
Financial and Managerial Accounting  
Organizational Behavior  
Business Analytics  
Operations  
Global Managerial Economics  
Finance  
Marketing  
Integrated Technology  
Leadership for the 21st Century  
Strategy



#### Stanford University Graduate School of Business

Stanford Ignite: Innovation and Entrepreneurship

Taught by the same renowned faculty that teaches in Stanford's MBA Program, instruction takes place through a combination of lectures, case evaluations, small group discussions, workshops, panels, and team projects. Guest speakers from leading companies are invited to the program and often become mentors and valuable resources for participants.

In addition to instruction, the program requires approximately 100 to 150 additional hours of preparation for class sessions and teamwork on the venture projects.

Media (1)



Stanford Ignite for Post-9/11 Veterans



#### University of Colorado Boulder

Candidate, Master of Science - MS, Business Analytics  
2020 – 2021

Courses Completed in the Summer of 2020:

Survey of Business Analytics - Designed as an introduction to Business Analytics, which considers the extensive use of data, methods, and fact-based management to support and improve decision making. The class was built on heavy hands-on coding; it introduced and subsequently involved extensive use of SQL in Google Big Query + Python Via Anaconda & Jupyter Notebooks.

Fundamentals of Data Analytics - The class is focused on the use of Base R to perform statistical and predictive analytics using large datasets. I have since developed a deep appreciation for R studio.

### Licenses & certifications



#### Contagious: How Things Catch On

University of Pennsylvania  
Issued Dec 2015 · No Expiration Date  
Credential ID Coursera Certification M79NRQ6R9KFR  
[See credential](#)



#### Speed Reading Seminar Certificate of Completion

American Speed Reading Corporation  
Issued Feb 2014 · No Expiration Date  
[See credential](#)



#### [Communicating with Diplomacy and Tact](#)

[LinkedIn](#)

Show more

### Volunteer experience



#### Chairman of the Board, Puyallup Parks, Recreation, and Senior Advisory Board

City of Puyallup  
Apr 2013 – Mar 2016 · 3 yrs

- Acted as a direct liaison between a 7-person Board, 41,000 residents of Puyallup, and the Puyallup City Council over the course of 30+ monthly meetings.
- Assisted the City Council in prioritizing projects' short and long term spending for the city's \$550,000 (excluding grants) annual park budget.



#### Co-Founder

Puget Sound Veterans in Business  
Aug 2015 – Dec 2015 · 5 mos  
Education

►Secured venue (Lemay Car Museum) and guest speaker (Washington State Senator / Veteran) for inaugural leader's symposium; ultimately entertained + created a network for 20+ military veterans for life.

## Skills & endorsements

### Leadership · 29



Endorsed by Ken Burger, who is highly skilled at this



Endorsed by 2 of Keith's colleagues at 160th Special Operations Aviation Regiment (Airborne)

### Operational Planning · 20



Endorsed by Todd Peterson and 1 other who is highly skilled at this



Endorsed by 2 of Keith's colleagues at 160th Special Operations Aviation Regiment (Airborne)

### Strategic Planning · 16

Joshua Boatright, MPAcc and 15 connections have given endorsements for this skill

Show more ▾

## Accomplishments

3

### Honors & Awards

Mobile Bay's 40 under 40 · Sikorsky Rescue Award · Ranger Tab



## Interests



### Adam Grant

Organizational psychologist at Wharton, bestsell...  
3,359,603 followers



### Starbucks

2,169,143 followers



### Richard Branson

Founder at Virgin Group  
18,217,988 followers



### Mark Smucker

President & CEO at The J.M. Smucker Co.,  
2,066 followers



William & Mary Network (Official Group)  
12,806 members



William & Mary Alumni Network  
18,057 members

See all