

Cheryl Foster
Director, Practice Growth



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Cheryl is the Director of Practice Growth for Brown Smith Wallace. Cheryl leads the team in developing and implementing the firm's integrated marketing and business development strategies to drive revenue growth and enhance the reputation of the firm.

She played an integral role in the launch of the Brown Smith Wallace Startup Industry group. She presented her experience in launching the Startup Industry niche at the joint Association for Accounting Marketing – AICPA Conference in 2017.

Prior to joining Brown Smith Wallace, Cheryl held marketing roles at Build-A-Bear Workshop®, start-up toy retailer RIDEMAKERZ® and GroupM Search, formerly the search marketing specialist division of GroupM—a WPP company.

She has a diverse marketing background that includes marketing and brand strategy, internal and external communications, media relations, digital marketing, special events, creative development and business development.

Cheryl holds a Bachelor's and Master of Arts degrees from the School of Journalism at University of Missouri—Columbia. She's a board member of the St. Louis Metro Market, a non-profit mobile farmers' market that is restoring access to healthy, affordable food to underserved communities in the St. Louis region. In 2020, she served as co-chair of the Diversity, Equity and Inclusion (DEI) Task Force for the Association of Accounting Marketing (AAM), which developed a strategic plan to support and implement the professional organization's DEI statement. Today, Cheryl continues to serve on the AAM DEI Committee, where she's working to operationalize the DEI task force's recommendations.