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Cheryl Besl joined Northern Kentucky Tri-ED as Director of Marketing in September 2019. She brings extensive experience in leading communications, public relations and marketing campaigns for a variety of companies and non-profit organizations.

Most recently she served as Manager, Communications and Digital Engagement, at The Port, where she led initiatives to share the organization's mission, core values and impact through public relations, social media, communications and engagement with the community. Previously, she was Director of Client Services and Public Relations at a full service marketing agency in downtown Cincinnati where she created marketing and communications campaigns on behalf of a variety of clients. Cheryl led financial literacy initiatives for a non-profit organization in Washington, D.C. and worked on Capitol Hill for a member of Congress.

She is a former board member of Girls on the Run Greater Cincinnati, Give Back Cincinnati, Hyde Park Blast and the Civic Garden Center. Cheryl is a member of the GROW NKY Talent & Retention Committee and the Northern Kentucky Chamber of Commerce Diversity, Equity & Inclusion Committee.

A graduate of Indiana University, Cheryl earned a Bachelor of Science in Marketing and Bachelor of Arts in Spanish.