

Biographical Description for The HistoryMakers® Video Oral History with Cheryl Mayberry McKissack

PERSON

McKissack, Cheryl Mayberry

Alternative Names: Cheryl Mayberry McKissack;

Life Dates: June 24, 1955-

Place of Birth: Seattle, Washington, USA

Residence: Chicago, Illinois

Work: Chicago, Illinois

Occupations: Marketing Executive

Biographical Note

Founder, CEO and president of Nia Enterprises L.L.C., Cheryl Mayberry McKissack was born on June 24, 1955, in Seattle, Washington. Born the middle child and only girl to Thelma and Donald Mayberry, McKissack attended Seattle's Dunlap Elementary School and graduated from Franklin High School. She went on to earn her B.S. degree in political science in two and a half years from Seattle University in 1976.

After graduating from Seattle University, McKissack began a career with the IBM Corporation as a sales and marketing executive. While fulfilling her duties at IBM, McKissack decided to continue her education by enrolling at the Northwestern Kellogg School of Management. After graduating with her M.B.A in 1989, McKissack became the Western Area Branch Manager for the IBM Corporation in San Francisco, California, where she served until 1992. Afterwards, McKissack became Vice President of Sales and a founding member of the Network Systems Division at 3Com. In 1997, she served as the Senior Vice President and General Manager of Worldwide Sales and Marketing for Open Port Technologies, Inc.

In 2000, McKissack founded Nia Enterprises L.L.C., a Chicago based marketing data solutions firm designed to provide companies with direct access to the consumer habits of African American families, particularly focusing on African American women. Nia Enterprises L.L.C. functions through various outlets including NiaOnline and Nia Access. McKissack has been featured in several publications and is the co-editor of a series of books including The Nia Guide For Black Women: Balancing Work and Life and The Nia Guide For Black Women: Achieving Career Success On Your Terms. McKissack has been recognized for her entrepreneurial achievements and has received

many honors including the Marketing Opportunities in Business and Entertainment's (MOBE) "Influencers and Innovators of the Internet and Technology" Award and the Chicago United People of Color Leadership Award. In 2006, she was named by The Network Journal as one of the 25 Influential Top Women, and in 2007, McKissack was awarded the State Farm Phenomenal Woman Award-Business Entrepreneur.

McKissack and her husband, Eric, live in Chicago, Illinois.

Photo courtesy of Victor Powell

Related Entries

Franklin High School [STUDENTOF]
[from ? to ?]

Dunlap Elementary School [STUDENTOF]
[from ? to ?]

Rainier Beach High School [STUDENTOF]
[from ? to ?]

Seattle University [STUDENTOF]
[from ? to ?]

B.S.

University of Washington [STUDENTOF]
[from ? to ?]

Northwestern University, Kellogg School of Business [STUDENTOF]
[from ? to ?]

Kellogg School of Management [EMPLOYEEOF]
[from ? to ?]

Instructor

International Business Machines (IBM) [EMPLOYEEOF]
[from 1977 to 1990]

One Moment in Time [EMPLOYEEOF]
[from 1989 to 1992]

Co-Founder and CEO

U.S. Robotics Corporation [EMPLOYEEOF]
[from 1992 to 1997]

Head of Sales

Open Port Technology, Inc. [EMPLOYEEOF]
[from 1998 to 2000]

Nia Enterprises [EMPLOYEEOf]
[from 1999 to ?]

Founder and CEO

The PrivateBank and Trust Company [MEMBEROf]
[from ? to ?]

Board Member

IT Resources, Inc. [MEMBEROf]
[from ? to ?]

Board Member

Deluxe Corporation [MEMBEROf]
[from 2000 to ?]

Board Member