

Kim Sherman-Labrum Biography

Idaho SBDC State Star

Kim started with the Idaho SBDC in 1998 as the regional administrative assistant as she pursued her degree. After several years, she took over the training program and turned it from an under-performing, deficit program to an award-winning program with a surplus budget. Over the years, she has designed curriculum and taught classes on a variety of business and technology topics. She planned and executed a rural outreach program that caught the eye of Google and was featured in a video for their Get Your Business Online program.

In 2012, she became a business consultant with a focus on online marketing, social media strategies, graphic and web design, as well as franchises and startups. Throughout her career, she has successfully guided countless clients in enhancing their online presence leading to business growth. She has assisted clients with startups and franchises, facilitated funding opportunities, and assisted in the recruitment and retainment of employees as well as devised innovative strategies to manage a small business. She has recently passed the \$5 million mark in client revenue generation.

She holds a B.A. in Graphic Design from Boise State University as well as a Credential of Readiness Harvard Business School CORE. She has been a High Impact Partner for the Grow with Google program for multiple years.