Sherri Fishman

Sherri Fishman is President & Co-Founder of Fishman PR. Since starting Fishman PR in 1991, Sherri and her husband Brad have grown the agency into a leading franchise lead generation PR agency. Sherri launched her PR career at a franchise focused PR agency. There, over the course of nearly eight years, she reached the level of vice president and represented franchise industry influencers like Fred DeLuca of Subway. Sherri has served on the board of the IFA Franchise Supplier Forum, the IFA Marketing and Technology Committee, the FranTech Task Force and as a former IFA Convention Committee. When not working, Sherri enjoys spending time with her two sons Zack and Jake, entertaining for family and friends and being Brad's favorite travel companion and wine tasting partner.