



SAVVY SAILING GIRL

Branding, Marketing and Creative Design



SHER SCHOLER



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Sher Scholer is Savvy Sailing Girl – Ocean dweller and sailor, marketer, writer and creative designer. Savvy Sailing Girl's goal is to inspire, encourage and prepare those who would like to embark on their own savvy sailing voyage on the sea, or any other joyful life adventure. Sher hopes to accomplish this by sharing her experiences and adventures afloat, providing practical information and tips for navigating life and love at sea, as well as by offering coaching and tools for the journey.

From 2009 until early 2020, prior to becoming Savvy Sailing Girl, Sher owned and operated Scholer Marketing, LLC - a branding, marketing and communications consultancy, serving clients around the world. Sher has travelled globally herself as a full-time liveaboard sailor since 2012, bringing new perspective, cultural insights and a fusion of international creative styles to her projects and her clients. The company provided a wide range of creative, flexible and cost-effective marketing services to a variety of businesses... leaders in technology, manufacturing and test automation, as well as non-profits, services and consumer companies.

Sher held the position of Director of Global and Corporate Communications at Verigy, a manufacturer of semiconductor test equipment and spin-off of Agilent Technologies, through late 2008. Prior to the spin-off, she was with Agilent Technologies as Director of Marketing Communications for the Automated Test Group and with Hewlett-Packard before that, where Sher held positions in marketing communications, marketing program management and applications engineering, as well as technical sales. More information on Sher, including previous positions and recommendations, can be found on [LinkedIn](#).

Sher received her Bachelors of Science degree in Mechanical Engineering (BSME) from Union College, in Schenectady, NY in 1980. She earned her Master's degree in Business Administration (MBA) from the University of Baltimore, in Baltimore, MD in 1984. She was awarded a Diploma for proficiency in German Language, from the Goethe Institute in Germany in 1999, during the four and a half years she spent overseas working on assignment in Böblingen, Germany. Sher is also trained in Reiki, an energy healing practice.

Sher, Savvy Sailing Girl, is planning to continue sailing and traveling the world wherever inspiration and the winds take her. She's hoping others will follow along and join her on her voyages, be inspired, and go adventuring themselves. Pictures and posts of her journey, a route map and more can be found at the [Savvy Sailing Girl](#) website and Facebook Page.

IMAGINE THE POSSIBILITIES – EXPECT THE BEST – TRUST THE JOURNEY