



Cherryl Gilmore Joins BEM Interactive as Business Analyst and Project Manager

GREENSBORO, N.C., February 2, 2010 – [BEM Interactive](#), an industry leader in interactive design, development and marketing, announces that Cherryl Gilmore has joined the growing company as a business analyst and project manager.

“With two decades of experience, technical prowess, and solid communication and organization skills, Cherryl is a great asset to BEM Interactive and our clients,” comments Malinda Pengelly, founder and president of BEM Interactive. “Her understanding of business processes, the development project life-cycle, sophisticated backend applications, and incredible attention to detail allow her to implement even the most challenging projects on time and on budget while exceeding clients’ expectations.”

A diversified professional with 22 years of information technology experience, Gilmore has extensive expertise in project management, business analysis, programming, system testing, and e-commerce.

In previous positions, Gilmore was responsible for full life cycle website project development, including project definition, planning and management; business and website requirements, including site development and architecture; and complex websites involving custom software and database applications.

Earlier in her career, Gilmore spent 13 years with US Airways (Piedmont Airlines/Sabre) in technical management capacities where she was responsible for various implementations and systems, including customer correspondence, sales force automation, marketing, passenger bookings, inventory management, and aircraft scheduling.

Gilmore holds a B.A. degree in computer science from University of North Carolina at Charlotte.