

Dr. Cherone

BURREY-CABEZUDO

Founder & CEO, Schoolocity, LLC

KEYNOTE SPEAKER | KINDNESS STRATEGIST | CULTURE ARCHITECT



The Problem

Every organization has a culture, whether it was designed or not. When people stop feeling seen, the cost shows up in what leaders already measure. Worldwide, only 20 percent of employees are engaged at work, costing the global economy \$10 trillion a year. In K-12 schools, 53 percent of teachers reported burnout in 2025, and replacing one teacher now costs a district \$11,860 to \$24,930. Programs get purchased, but the relationships that decide whether anything takes root get neglected. Strategies launch loud and land nowhere, and the people who need excellence most feel it first. Culture is not the soft work surrounding performance. Culture decides whether performance can last.



**People may forget the initiative.
They may forget the presentation.
They will not forget what it felt like
to belong in the room with you.**

We are all somebody's story of how it felt to know us.

The Solution

Every room is already building a culture, whether anyone intends it or not. Dr. Cherone helps leaders build it on purpose, treating kindness as infrastructure rather than decoration, and moving people beyond inspiration into the daily behaviors that decide whether staff feel seen, trust leadership, stay, and thrive. None of this is advised from the sidelines: every practice taught here is run first in Dr. Cherone's own school. Organizations change when the people inside them change how it feels to belong there.

Professional Development & Programs

For schools and organizations ready to move from inspiration to practice. Every engagement is tailored to the room.

Professional Development

Half-day, full-day, and multi-session series that turn culture into daily practice.

Keynotes & Assemblies

Sixty minutes that change what a room believes about itself; age-banded assemblies for students.

Retreats & Curated Keynotes

One- to two-day leadership retreats, and keynotes built for one room.

Anchored in three signature themes

**What Your People Say When You Leave the Room
She Pours From Overflow
The Children Are Watching Us**

Results

- Co-founded Oakland Unified's flagship virtual TK-12 school in 2021, enrolling 1,200+ students in its founding years while earning WASC accreditation and equity-funded Measure programs.
- Designed and piloted the Teaching Syndicate™ framework, grounded in Self-Determination Theory; 100% of participating teachers rated it highest across all six measures of connection, reflection, and well-being.
- Created TRUEMEO™, a human experience intelligence platform that turns quick pulse surveys into real-time insight, helping leaders know what their people are experiencing instead of guessing; presented at Marymount University's Graduate Research Conference (2026).
- Doctoral study across urban secondary schools identified 5 leadership levers shaping Black student engagement.
- Led 400+ employees and \$1M+ in daily revenue per location at a Fortune 15 company; built its top-producing membership program, later adopted internationally.
- Instructional frameworks built for one classroom have since been adopted across multiple school sites.

Experience

- Co-Founding Leader, Oakland Unified's flagship virtual TK-12 school, which enrolled 1,200+ students in its founding years (2021 to Present).
- K-8 Classroom Teacher & Instructional Coach, six Northern California districts (6 years).
- Director of Operations & Staff Development, a Fortune 15 retail company (13 years).
- Founder & CEO, Schoolocity, LLC (2020 to Present).
- Board Member, Sponsorship & Giving, a nonprofit advancing education, advocacy, and leadership (2023 to Present).
- EdD, Leadership and Organizational Innovation, Marymount University; MS, Educational Leadership and Administration, National University; MA, Urban Education and Social Justice, University of San Francisco; BS, Business Management, University of Phoenix.

Skills

- Keynote speaking, assemblies, and multi-day professional development.
- Coaching and evaluating teachers and school leaders, grounded in daily classroom practice.
- Building and running original research tools, including Teaching Syndicate™ and TRUEMEO.
- Interviews, focus groups, and action research that hold up under academic scrutiny.
- Leading large teams and operations, from Fortune 15 retail to public school systems.