

Mark Olson

Experience

- 1992 - 1993 Graduate Teaching Associate - Mathematics Department - Western Michigan University
- 1993 Software Developer for the Trilogy Consulting Corporation
- 1996 Co-Founder of Technology Professionals Corporation (Information Technology Consulting)
- 2001 TPC Earned 88th on the Inc 500 Fastest Growing Companies in the U.S.
- 2002 Co-Founded Athletic Mentors
- 2005-2009 Established and Managed Pro Cycling Teams as Part of the Athletic Mentors Brand (Team Priority Health, Bissell Pro Cycling)
- 2015 - Current Head Strength and Conditioning Coach - Kalamazoo Wings



Education

- Northern Michigan University/Western Michigan University, 1993 B.S.
- Western Michigan University, 1995 M.S.
- USA Hockey, 2008 Coach
- USA Triathlon, 2012 Level 1 Triathlon Coach

Personal

Prior to founding Athletic Mentors, Mark served as the Head Strength and Conditioning Coach for Northern Michigan University after completing his own hockey career with NMU's National Championship Team in 1991, where he was inducted into NMU's sports hall of fame. Following his hockey career, Mark went on to compete at Elite levels in a variety of sports, including road and mountain bike racing, triathlon, XTERRA and powerlifting. Mark derives enormous pleasure from producing top-performing athletes and has had the honor of helping many achieve their goals in state, national, and professional arenas.

Cheryl Sherwood

Experience

- 1993 Software Developer for the The Upjohn Company
- 1996 Co-Founder of Technology Professionals Corporation (Information Technology Consulting)
- 2001 TPC Earned 88th on the Inc 500 Fastest Growing Companies in the U.S.
- 2002 Co-Founded Athletic Mentors
- 2005-2009 Established and Managed Pro Cycling Teams as Part of the Athletic Mentors Brand (Team Priority Health, Bissell Pro Cycling)



Education

- Western Michigan University, 1993 B.A.
- Western Michigan University, 1995 M.B.A.
- National Strength and Conditioning Association, 2002 CSCS
- National Academy of Sports Dietitians, 2008 Nutrition Specialist
- USA Triathlon, 2010 Level 1 Triathlon Coach
- Enrg Performance, 2016 Metabolic Efficiency Specialist

Personal

Cheryl has been a competitive endurance athlete since 1995. She has competed in all disciplines of cycling, including road racing, criteriums, time trials, cyclo-cross and mountain biking. She achieved the rank of "Pro" in mountain biking in 2001 and more recently competes in triathlon at the half and full iron distances including 4 Iron distance tri's and countless half iron distance events. Other cross training includes ultra distance running and Dual Sport Enduro riding. She has held the title of the Director of Women's Racing for the Michigan Bike Racing Association and continues to put forth effort to develop women's and youth racing to draw more people into sport and healthy lifestyle.