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Sheri Tate
Senior Vice President, Product Strategy

Sheri Tate is the senior vice president of product strategy at ChargeltSpot. She joined the company in 2013 and oversees ChargeltSpot's software and hardware development, mobile application and PR and marketing initiatives.

Prior to joining ChargeltSpot, Ms. Tate served as vice president of sales operations and director of product marketing for DVDPlay (a Redbox predecessor). She helped grow DVDPlay from 8 people and 20 kiosks to more than 80 people and 2,500 kiosks over five years. She later managed her own product management consultancy, Tate Consulting, where she led product management efforts for companies in the automated kiosk (MinuteKey and Shop24), software, user experience and consumer products markets.

Taking a brief hiatus from high-tech, Ms. Tate spent three years honing her entrepreneurial skills as the founder and CEO of Silver Moon Desserts, a line of liqueur-infused ice creams and sorbets that she manufactured, marketed and sold in retail and online stores across the country.

A product and brand management specialist, Ms. Tate brings more than 15 years of experience in software, kiosks, mobile applications and consumer-packaged goods to ChargeltSpot.

Ms. Tate earned her MPA from Syracuse University and BA from the University of Michigan. Outside of ChargeltSpot, she enjoys traveling, volunteering, tennis and skiing.

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