

About Shanslym, Inc.

Shanslym, Inc. is a boutique consulting firm dedicated to guiding mission-driven organizations through complex change with clarity, collaboration, and strategic focus. Led by Liz Barrett and Eren Turk, Shanslym, Inc. brings decades of experience in strategic facilitation, organizational development, process improvement and automation, and leadership alignment. Shanslym, Inc. also specializes in helping small and mid-sized organizations and businesses discover and deploy generative AI solutions that automate repetitive tasks, engage members and stakeholders 24/7, and optimize revenue generation.

Liz Barrett brings a distinguished background in facilitating executive teams, leading high-impact strategy sessions, and turning insights into action. She has successfully driven process optimization, cultural transformation, and organizational change across sectors, including business, consulting, government, and nonprofits.

Liz began her career teaching literature, poetry, and developmental writing to enlisted U.S. Army personnel in the evenings, while working by day at the U.S. Department of Agriculture, where she authored domestic animal health and import/export regulations. She rose to become the youngest director at her agency, leading cross-functional teams of policy, economic, communications, and legal experts. Following a year as Chief of Staff to the Chief Veterinarian of the United States, Liz joined an 8(a) small business consulting firm, where she led regulatory and policy projects for the U.S. Departments of Labor, Transportation, and Agriculture.

Liz is energized by the opportunity to contribute to a \$1.5B growth trajectory at Sodexo. In her current role as Director of Sales Enablement, she leads efforts to equip people, develop compelling content, and refine processes to support measurable, strategic growth. Over the past year, her team has transformed sales content, implemented generative AI solutions across sales, marketing, and operations, and streamlined key sales enablement processes. Liz holds a BA in English and Ethics from King's College, a MA in English from University of Maryland, and a JD from American University's Washington College of Law.

Eren Turk, MBA, is a visionary strategist known for her ability to quickly grasp the big picture, synthesize complex ideas, and drive bold, decisive action. As Vice President of Sales Operations, Strategy, and Enablement at Sodexo Healthcare, Eren leads a 25+ person cross-functional team that spans commercial operations, solution design, analytics, and healthcare technology management.

Eren is a dynamic, people-first leader who is recognized for inspiring teams, simplifying complexity, and delivering transformative results. Since joining Sodexo, her leadership has contributed to three consecutive years of double-digit growth in the healthcare segment across North America. She brings deep experience in strategic planning, enterprise transformation, and performance improvement—helping organizations align on shared goals, extract actionable insights, and deliver lasting outcomes. She frequently leads cross-functional and enterprise-wide initiatives, aligning sales, marketing, finance, operations, and strategy to advance business priorities. Her work in sales process design, enablement, and strategic framework development has been adopted as best practice and scaled across Sodexo's North American and global markets.

Prior to Sodexo, Eren held national and regional leadership roles at GE Healthcare, where she managed \$80M+ P&Ls, rebuilt client trust, and led top-performing engineering and commercial teams throughout California. Her career spans frontline operations, service excellence, commercial strategy, and transformational leadership. Known for coaching with heart and leading with purpose, Eren consistently elevates performance while keeping the customer's voice at the center of every project. She holds an MBA from the University of Wisconsin–Milwaukee and a BA in International Business from Alverno College.

Together, Eren and Liz specialize in highly-personalized solutions that help organizations move from ideas to impact. Shanslym's hallmark is its customized approach—we listen actively, engage participants meaningfully, and deliver actionable, measurable results. We have worked across industries and associations to deliver strategy, alignment, and change that lasts.

In Turkish, Shanslym means “my lucky one.” Our name reflects the deep sense of purpose and privilege we feel in supporting organizations through pivotal moments.