



## **Tinesha Cherry**

U.S. Customs and Border Protection, Office of Field Operations  
Director, Employee Engagement and Organizational Culture

Tinesha Cherry is the Director of the newly established Employee Engagement and Organizational Culture (EEOC) Division, with U.S. Customs and Border Protection, Office of Field Operations (OFO). In this capacity, Director Cherry is responsible for promoting a workplace culture where respect, fairness, trust, transparency, teamwork, accountability, empowerment, and effective communication are the driving force behind agency actions. The EEOC Division reinforces OFOs commitment to promoting a workplace culture where growth opportunities are afforded to all employees regardless of position, sexual identity, race, or tenure.

Since joining CBP as a Customs Officer in 1995, Director Cherry has served in various leadership positions, to include, Assistant Director of Field Operations-Trade, Director of the Automotive and Aerospace Center of Excellence and Expertise and Assistant Port Director-Passenger Operations.

In her most recent role as the Assistant Director Trade, Director Cherry oversaw commercial operations at all ports of entry in Michigan. Her many responsibilities included manifest and entry processing, cargo inspections, agriculture quarantines, import safety, seizures and penalties, duty collection, intellectual property rights enforcement, and free trade agreements.

Director Cherry's multifaceted personality extends beyond CBP. In addition to her 27-year career with CBP, Director Cherry is also a renowned author, poet, award winning international speaker and entrepreneur, who has been involved in mentoring, leading, empowering and influencing audiences for more than 26 years.

Director Cherry is the recipient of several awards and acknowledgements for her work within CBP. Further, her personal work has been featured in several local and national publications and she is the recipient of numerous awards and acknowledgements for her efforts in the community.