

CONCIERGE PROFILE: Sheryl A. Novak

President, Concierge & Event Services World Wide
President, National Concierge Association (NCA) Chicago Chapter

Sheryl began her career in the Hospitality Industry in 1989 with Hyatt Hotels. Hyatt matched her strong organizational skills and warm, outgoing personality to the perfect job – a Concierge. Sheryl thrives on the excitement of having new challenges every day, using her interpersonal skills and creativity to accommodate her customers. She's always ready to go the extra mile.

Always looking for new ways to challenge and develop her skills, in 1998 Sheryl took a corporate concierge position in a commercial office building in downtown Chicago. Over the next three years, she developed relationships with her tenants, handling everything from a last-minute reservation for an anniversary dinner to creating a weeklong itinerary for a group of visiting Swedish business owners. Sheryl became an excellent resource to tenants and a trusted member of their team. In October of 2001, Sheryl began pursuing a lifelong dream, to own a concierge company. Her goal to provide outstanding customer service with a strong stable company that provides all professional concierges a secure work environment has been realized.

An award-winning Concierge, Sheryl is known and respected in industry circles for her professionalism, networking skills, attention to detail and creativity. Beginning in 2006, Sheryl is happy and proud to have reached another goal – to provide leadership to her fellow concierges by presiding as President of the National Concierge Association, Chicago Chapter.