

Building Value – Key Staff Members



Sheryl Woodhouse | Director

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Sheryl Woodhouse will celebrate her two-year anniversary as the Director of Building Value in February. With degrees in sociology, music, and an MBA, she has been dedicated to starting and growing creative, mission-driven businesses. After her first career with the National Park Service, she founded a recycled paper company, an urban forest nonprofit, a rental property business, and has been instrumental in growing others. Sheryl's role is to lead Building Value's business strategy, operations, and team while fulfilling their mission of training people for careers in construction. A builder at heart, Sheryl loves the art of creating businesses and meaningful jobs for people and is excited about what their team is doing!



Briann Sherlock | Business Development Manager

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Born and raised in New Jersey, Briann is no stranger to the Ohio Valley area and has called Cincinnati home for more than a decade. She graduated from NKU with a degree in electronic media broadcasting and has extensive experience in radio promotions with companies like iHeart Media and Cumulus Media. Briann served on the Ludlow, KY City Council in 2021 and currently serves on the board of trustees for the Camp Washington Urban Revitalization Corporation (CWURC). She loves working with the community, creating opportunities, and lending a helping hand whenever possible!



Terry Brueneman | Retail Manager

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If you've visited Building Value's retail store in Northside, chances are you've met Terry Brueneman—or at least seen his work. As the point of contact for all things retail, Terry wears many hats: managing the retail team, researching and pricing donated items, coordinating with the deconstruction manager to evaluate incoming materials, making repairs, and designing engaging product displays to help items move quickly. Terry brings years of experience to the role, including his time as Visual Merchandising Manager at Lazarus Furniture Gallery, where he developed floor plans for new stores and curated seasonal layouts that brought inventory to life. After Lazarus, Terry helped launch new Kohl's stores across the Cincinnati market. With expertise in visual merchandising, operational setup, and cross-functional logistics, Terry supports store teams in transforming empty spaces into fully functioning retail environments.