Cheryl Hanslip Schonwald

DIRECTOR OF PRODUCT DEVELOPMENT

DOC JOHNSON®

Cheryl joined the Doc Johnson team in 2011 to head up the private label department and to oversee special projects. Cheryl brought over 15 years of experience in the pleasure product industry with her, with an emphasis on product development and private label. Traveling worldwide since her youth has given Cheryl a well-rounded global eye and a unique talent for seeing developing trends, which allows Doc Johnson to consistently develop in-demand, popular products.

Cheryl analyzes and prioritizes opportunities for private label and exclusive products for clients to create value and uniqueness to their product offerings. Cheryl is the direct liaison to many Doc Johnson private label clients. Cheryl manages the private label process from market research and client feedback, packaging, growing and managing wholesale accounts, and even developing marketing materials for retail channels.

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