



Cheron Smalls SHRM-SCP, SPHR

Director of Human Resources & Talent Management

Cheron serves as the Director of Human Resources and Talent Management at RiverFront. She joined RiverFront in 2018, bringing more than 20 years of experience in all aspects of human resources management, including employee development, benefits strategy, recruiting and workforce planning. Cheron also serves on the Operating Committee.

Previously, Cheron worked as the Director of Human Resources for a large law firm in central Virginia. Her experience in human resources has included roles in various industries including manufacturing, government contracting, and retail businesses.

Cheron earned her Bachelor of Science from the McIntire School of Commerce at the University of Virginia. She completed her Master of Science in Business at Virginia Commonwealth University, concentrating in Human Resources Management. Cheron also holds her SPHR and SHRM-SCP certifications.

Outside of work, Cheron enjoys spending her time with her husband and 3 children. She enjoys volunteering at her children's school, and she serves on the PTA Executive Board. Cheron also makes time to stay active by walking, jogging and yoga, and enjoys reading great novels, and visiting with friends.

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COMMUNITY INVOLVEMENT

“I appreciate RiverFront’s support of my community involvement by not only providing paid time off from work to allow me to do all of these things, but also having curiosity – asking questions about what I’m doing, and caring enough to know details about ways I am making contributions in the community.”