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Self-Starting Entrepreneur Takes Reinvention to the Next Level

Wayne, NJ (January 3, 2017) – For years, the “Constant Reinvention Strategy” served Cheryl Biron well, as she and her husband/business partner Louis Biron grew and scaled their company, One Horn Transportation. Now in a bold move, Cheryl Biron is now sharing her knowledge and experience as the leader of a growth company with other CEOs and entrepreneurs through her new venture, LexaGen Freedom Accelerator.

Originally embarking on her entrepreneurial journey to gain freedom from the corporate life, Biron employed her “Constant Reinvention Strategy” to scale One Horn, earning recognition from American Express and the Women Presidents’ Organization/WPO, ranking among the 50 Fastest Growing Women-Owned/Led Businesses in North America during four consecutive years from 2012 to 2015. Pivoting One Horn several times, the level of automation One Horn has achieved has now freed up Biron’s time to spin off a new venture, LexaGen Freedom Accelerator, reinventing herself as a Business Coach.

As One Horn grew by adding more freight agents, Biron derived a great deal of pleasure coaching agents as they grew books of business through new and stronger shipper relationships. As a Board Member of the New Jersey Chapter of the Entrepreneurs’ Organization (EO), a worldwide group of over 12,000 entrepreneurs, Biron discovered her passion for helping other entrepreneurs and sharing experiences through celebrations and challenges.

“It all came together for me in early 2016,” says Biron, Founder and Principal of LexaGen. “I did a self-exploration, met with many colleagues who knew me well, and all roads led to business coaching and then to Gazelles.”

Although she has reinvented herself from corporate executive, to entrepreneur to business coach, she saw no reason to reinvent the wheel when it came to a coaching methodology. Having used many of the principles espoused by Verne Harnish, founder of Gazelles and EO and author of *Scaling Up* and *Mastering the Rockefeller Habits*, the coaching model, the organization’s core values, and the community really resonated with her. She proceeded to earn her Gazelles International Certification in close to record time. Biron loves the Gazelles model that uses proven tools and establishes regular meeting rhythms with client CEOs and their leadership teams to create leading strategies and flawless

execution within their organizations. She also enjoys the flexibility to provide one-on-one CEO coaching as needed.

“We are pleased to have Cheryl join Gazelles International in the New York Metro Area,” said Keith Cupp, president and head coach of the association.

Biron’s new business will enable her to continue in her role as President & CEO of One Horn Transportation, so she will always be able to identify firsthand with the challenges of being a business leader that her clients are currently experiencing. She offers a unique perspective having started off as a marketing executive in Corporate America after earning her MBA at Wharton. Having experienced the positives and negatives of corporate life, Biron created a very supportive and friendly environment at One Horn combined with the technological sophistication of a large corporation with the help of her business partner/husband Louis.

"Having achieved the freedom to pursue my passion in business, I enjoy helping others accomplish their business goals, so they can achieve whatever they consider freedom, too." says Biron. “I’m looking forward to a bright future in 2017!”

Besides her experience a transportation industry expertise, Biron can offer her clients unique perspectives of working with a spouse, being a woman in a traditionally male-dominated industry, and how to streamline business processes and leverage technology to scale.

Contact Cheryl Biron for events speaking as well.

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About LexaGen Freedom Accelerator

LexaGen Freedom Accelerator works with CEOs and their leadership teams to help their companies grow, scale and create a culture of action and accountability. Having scaled One Horn Transportation so it needs less of her time on a day-to-day basis, Cheryl Biron is pursuing her passion of working with leaders of growth companies to achieve whatever they consider “freedom” by helping them create leading strategies and flawless execution within their organizations. In addition to her personal experience as an entrepreneur, Cheryl leverages her previous experience working in large corporations and her Wharton MBA. As a Gazelles International Certified Coach, she has access to the best business tools and resources available worldwide.

For more information on LexaGen Freedom Accelerator, visit www.lexagen.net or contact Cheryl Biron at cheryl@lexagen.net or 201-723-8765.

About One Horn Transportation

One Horn Transportation is an agent-based freight brokerage that provides trucking and logistics services to manufacturers and distributors of fresh and frozen food, industrial materials, and consumer

goods throughout the United States and Canada. Founded in 2005 by Fortune 500 executives turned entrepreneurs who wanted to leverage their big corporate expertise to build their own business on their own terms, One Horn ships full truckloads on temperature-controlled, dry van, flatbed and oversize tractor trailers. Honesty, Responsiveness, and Reliability are our core values.

For more information on One Horn Transportation, visit: <http://www.onehorn.com> or contact Cheryl Biron at cheryl@onehorn.com or 973-595-7700 x104.

About Gazelles International

Gazelles International is a premiere coaching association composed of international coaches who assist mid-sized firms with implementation of the Four Decisions™ and Rockefeller Habits processes and tools for growth. Membership is open to executive coaches with experience successfully accelerating the growth of mid-sized companies either as business coaches or executives within the company. Once a member coaches may seek certification through a rigorous process including service and leadership requirements.

For more information on Gazelles International, visit the Press Room at www.GICoaches.com or contact Maureen Chan-Hefflin at maureen@gazelles.com or 360-931-7882 (USA).