



Sherry Campbell CFP®, CDFA®, CEPA

Chief Executive Officer, GenCrest Capital Partners

Sherry Campbell serves as the Chief Executive Officer (CEO) of GenCrest Capital Partners, bringing over 28 years of expertise in financial strategy, wealth preservation, and high-stakes litigation support. She is a nationally recognized expert in financial planning, specializing in high-net-worth divorce cases and complex asset protection strategies.

As the author of the Marital Asset Protection Program (MAPP) and the creator of Affidavit MAPP software, she has revolutionized the financial affidavit preparation process, providing attorneys and clients with powerful tools for ensuring accurate financial documentation and equitable settlements. Her deep understanding of financial complexities allows her to craft innovative strategies for wealth preservation, growth, and income planning.

Sherry analyzes intricate financial matters, prepares expert trial exhibits, and delivers sophisticated wealth structuring solutions. As a Certified Divorce Financial Analyst (CDFA®), she offers strategic insights that shape divorce settlements and long-term financial stability.

Professional Certifications and Memberships

- CEPA: Certified Exit Planning Advisor, Exit Planning Institute, 2022
- CFP®: CERTIFIED FINANCIAL PLANNER™ Professional, College for Financial Planning, 2003
- CDFA®: Certified Divorce Financial Analyst, Institute of Divorce Financial Analyst, 2004
- Series 7 Registered: General Securities Representative, Financial Industry Regulatory Authority (FINRA), 1997
- Series 63 Registered: Uniform Securities Agent, Financial Industry Regulatory Authority (FINRA), 1997
- Series 65 Registered: Uniform Investment Advisor, Financial Industry Regulatory Authority (FINRA), 1999
- Licensed Life and Health Agent, North Carolina Department of Insurance, 1997
- Institute for Divorce Financial Analysts™ (IDFA)
- North Carolina Association of Collaborative Divorce Professionals
- Society of Financial Planner Service Professionals

Publications

- Campbell, S: (2024). *The Marital Asset Protection Plan: The Proven Roadmap to Protecting Your Assets and Rebuilding Your Life After Divorce.*
- *Strategies to Help Generate Income from a Divorce Settlement.* North Carolina Bar Association, Family Law Newsletter, Fall 2016
- *Investing Post Divorce.* North Carolina Family Law Forum, April 2007
- *Bringing Added Value to Your Client Relationships.* North Carolina Family Law Forum, May 2004

Honors and Awards

- Outstanding Performance, Institute for Divorce Financial Analysts™, 2011¹
- Best of Greensboro Award, US Commerce Association, 2009²

Education

- Bachelor of Science, Finance/Risk Management, 1993
University of North Carolina at Greensboro
- Bachelor of Science, Accounting, 1996
Guilford College

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CAPITAL PARTNERS

Lecture and Instruction

- Uncovering Financial Evidence Without Experts - NC Family Law Specialists Conference, Speaker, May 2024
 - Financial Issues for Older Litigants - NC Family Law Intensive Conference, Speaker, January 2024
 - NCBAR "The Forsenic Files - High Income Alimony and Complex Equitable Distribution," Speaker, July 2023
 - NCBAR "There is an Expert in the Room for That" Conference, Speaker, January 2022
 - Palm Beach County Bar Association's Alternative Dispute Resolution Committee, Speaker. "Evolving Trends in ADR: Cooperation, the Key to Agreement", 10 S. Tamarind Ave., West Palm Beach, FL for Fourth District Court of Appeals, February 2018
 - Financial Peace University, Coordinator. The Summit Church, Kernersville, NC, Fall 2013
 - Determining the Marital Standard of Living and Imputation of Investment Income. AAML Tri-State Chapters Retreat, Savannah, GA, April 2012
 - Divorce in the Golden Years. Co-presenter. NC Family Law Specialists Conference, Asheville, NC, July 2011
 - Practice Management for a Divorce Planning Practice, Institute for Divorce Financial Analysts Annual Conference, June 2011
 - Divorce Planning Issues. Society of Financial Service Professional Annual CE Day, May 2010
 - Financial Expert Witness Testimony. Triad Collaborative Law Meeting, March 2010
 - Preparing Solid Financial Affidavits. Dirty Thirty Paralegal Meeting, Pinehurst, NC, January 2010
 - DivorceCare, Calvary Church, Greensboro, NC, 2006, Lawndale Baptist Church, Greensboro, NC, 2008
 - Working with Legal Professionals. Advanced Topics Meeting, Institute for Divorce Financial Analysts, June 2007
 - Financial Peace (Dave Ramsey). Christ Community Church, Greensboro, NC, Spring 2007
 - Personal Financial Planning and Organization. Dirty Thirty Paralegal Meeting, Pinehurst, NC, 2006
 - Divorce Financial Planning. Greensboro Family Law Council Breakfast, Greensboro, NC, 2005
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Divorce Related Education

- Family Law Intensive Seminar, CLE. Wrightsville Beach, NC, February 2016, February 2018, 2024
 - American Academy of Matrimonial Lawyers Mid-Year Meeting, CLE. Nassau, Bahamas, March 2016
 - Family Law Specialist Conference. 2015, 2012
 - Family Law Section Annual Meeting. 2016, 2015, 2014
 - NCAAML Bi-Annual Family Law Symposium. North Carolina Chapter, 2015, 2013
 - American Academy of Matrimonial Lawyers Annual Meeting, Chicago, IL, 2017, 2016, 2014
 - NC Family Law Bar Association Fall Program, CLE. Greensboro, NC, 2017, 2014, 2011
 - Practical Magic: Revealing the Great Mysteries of Family Law, Raleigh, NC, July 2014
 - Institute for Divorce Financial Analysts Practitioner's Bootcamp. Nashville, TN, Institute for Divorce Financial Analysts, April 2012
 - NC Family Law Intensive. Asheville, NC, October 2009; Greensboro, NC, November 2017
 - Annual ADFP Conference. New York, NY, Association of Divorce Financial Planners, September 2008
 - AICPA/AAML Conference on Divorce. Las Vegas, NV, AICPA/AAML, 2014, 2008, 2006
 - Institute for Divorce Financial Analysts Advanced Topics. 2011, 2007, 2006, 2005
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1. The Institute for Divorce Financial Analysts™ awards individuals for outstanding performance. This is a public acknowledgment of a member's dedication and valuable contribution to the Certified Divorce Financial Analyst designation. It is presented to individuals who help to maintain the core principles and standards of the designation, as well as act as a resource to their peers.

2. The USCA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, the USCA identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small businesses through service to their customers and community. Various sources of information were gathered and analyzed to choose the winners in each category. The 2009 USCA Award Program focuses on quality, not quantity. Winners are determined based on the information gathered both internally by the USCA and data provided by third parties.

