

EMEA CLASS OF 2020

Inavate 40 Under 40

Leaders
Influencers
Disruptors

The individuals set to shape the future of AV

Michael Sherman

Henri
CEO



Sherman joined Henri 10 years ago and has transformed and redefined the Henri brand into a strong industry icon, personally mentoring a number of employees from apprenticeship roles to management positions. In this role, he learned quickly to make considered decisions and accept the outcome of those decisions.

Sherman grew the turnover of Henri by 20% while maintaining high profitability, opening a new subsidiary in the French Alps, and taking pride in signing the biggest hotel project of the history of the company at the Cheval Blanc Samaritaine.

The Covid-19 pandemic put many in a difficult position, however Sherman harnessed the opportunity

of steering a growing business through the pandemic, carefully managing the company through the disruptive period and adapting company processes including sales strategy and methods of communication to maintain growth.

Sherman says: “I started working in the family business with my father, who had been through a lot with the company before I joined. I was probably too impatient at the time. He told me how to manage the business with care, as a family father, to ensure its sustainability and the jobs it creates. This advice showed itself to be incredibly important as we, like many other businesses, faced challenges. But thanks to him I could always sleep soundly.”