BRAND ASSET 04 · THE FOUNDER



SHARON BEERLING · FOUNDER

Carafolio grew out of a lifetime of journals. When social media took their place, she wrote more guardedly, so as not to perform.

SHORT BIO · 51 WORDS

Sharon Beerling is the founder of Carafolio, which keeps one record of the places that matter — who told you, who was there, what you wrote — shared within circles of six and printed into keepsake volumes. She is building Carafolio in San Francisco. Applications to the founding forty are open this autumn.

ONE LINE

Sharon Beerling, founder, Carafolio.

The longer version.

LONG BIO · 221 WORDS

Sharon Beerling spent more than two decades at the intersection of strategy, technology, and operations for global enterprises. At Deloitte, she consulted on sales strategy and deal structuring for the firm's most strategic global pursuits, led strategy and operations for Global Consulting's infrastructure, and drove product management for its internal deal-pricing platform — spanning the full arc from go-to-market to the systems that run it. Most recently she directed R&I Operations and AI Experience Strategy at Salesforce.

Carafolio grew out of a quieter, more personal discipline: a lifetime of journals. Over time, posting on social media took their place. It was where she kept track of what happened, and when. But a record kept in front of an audience is a different thing. She found herself less candid and more guarded, holding back so that it would not tip into performance. Carafolio is her return to the journal: writing honestly, for herself and the friends who were there, whose unfiltered view of what they shared is the truest account of it.

Today she is building Carafolio full-time — an editorial platform that turns the places you love into two lasting artifacts: a private black book of the recommendations you'd actually vouch for, and a shared coffee-table volume that outlasts the camera roll. Based in San Francisco, with one foot regularly in New York.

PORTRAIT

Supplied here at press size. Full-resolution originals, and alternative frames, on request. The portrait is reproduced whole — it is not cropped to a circle, given a border other than the hairline shown, or set behind a coloured mount.