

Nila G. Betof, Ph.D. Receives SmartCEO Magazine's 2011 SmartCOO Award

Tuesday, March 22, 2011

Bala Cynwyd, PA – *The Leader's Edge/Leaders By Design's* Chief Operating Officer, Nila G. Betof, Ph.D., one of Philadelphia's top business leaders, has been named by SmartCEO magazine as a **2011 SmartCOO Award Winner** for her outstanding leadership efforts.

SmartCEO magazine recognizes top executives in the C-suite in three different categories—COO, CFO and CIO/CTO. This award acknowledges those executives making unprecedented strides in business, building more effective and efficient organizations, and ensuring organizational success and longevity, especially through leadership.

Nila Betof brings over 30 years of experience as an executive and coach in career development consulting, assessment, leadership development, executive coaching and organizational change. Active in civic endeavors, Nila serves on the Executive Committee of the Board of The Forum of Executive Women and sits on the Human Resources Committee for the Pennsylvania Horticultural Society. She also serves on the Board of Directors of Dance Affiliates, an international dance organization bringing world renowned dance performances to Philadelphia.

One of Nila's most recent accomplishments is the publishing of her first book, *Just Promoted!*, written in partnership with her husband. This book provides a 12-month roadmap on how to successfully transition into a new leadership role, and with fresh perspectives and easy to follow advice, it's a great addition to any leadership library. Published in July 2010, *Just Promoted!* has recently been selected by McGraw-Hill as an e-book, available online wherever books are sold.

About SmartCEO

SmartCEO magazine is a regional publication specifically designed to deliver innovative ideas, guiding advice and forward-thinking insight about the daily challenges of running a "growing company." SmartCEO believes that a growing company is determined by the spirit, drive and dynamics of a company's owners and managers, rather than by the number of its employees or its sales volume. Each month more than 30,000 business leaders in the Philadelphia, Baltimore and Washington metropolitan markets turn to the pages of SmartCEO.

About The Leader's Edge/Leaders By Design

The Leader's Edge/Leaders By Design[™] (www.the-leaders-edge.com) is an international leadership development, executive coaching and consulting firm that has partnered with hundreds of executive men and women to enhance their leadership styles. Our talented team of coaches is diverse, with years of experience working in corporate settings. This unique requirement ensures that each of our coaches is positioned to strategically develop the specific initiatives outlined by leaders who work with us. Our vision is to assist high-potential and executive leaders in cultivating their leadership excellence so that they can achieve success in the top tiers of organizations.