



FOR IMMEDIATE RELEASE

The Women's Resource Center ELECTS Shelley Potente, MA, as PRESIDENT

PHILADELPHIA (August 23, 2013) -- The Women's Resource Center (WRC,) a 501 (c) (3) non-profit organization, has named Shelley Potente, MA, SVP and Managing Director of *The Leader's Edge/Leader's By Design (TLE/LBD,)* as President of the Board of the organization for a two-year term. WRC's mission is to support women, strengthen families and build community through information, referral, counseling, legal and educational services.

Potente has been actively involved with WRC for over eight years, having served as a board member and/or contributor during that time. She has been involved in and led several WRC initiatives, including the development and launching of a robust WRC Career Services program which has grown exponentially, has engaged leaders from the region to contribute, and led to grant funding. She developed and chairs the WRC Advisory Board Steering Committee to engage all Advisory Board members.

As Senior Vice President for Client Services at *TLE/LBD*, and with more than 20 years of experience as a leading strategic client relationship manager, Potente is a part of the leadership team, impacting strategy, marketing and business development. She is considered a leader and resource within the corporate setting and in the community and is recognized for trusted client partnerships and innovative approaches to promoting introductions and connecting clients and colleagues for their mutual benefit. She regularly makes presentations, coaches and consults with professionals across the region.

Potente holds an M.A. in Clinical Psychology from West Chester University where she counseled college students and facilitated skills training sessions. She holds a B.A. in Psychology from Penn State University. Earlier in her career Shelley was a Mental Health Clinician and Psychotherapist and has extensive workshop and educational training experience. She is certified in the Hogan Leadership Assessment Series.

For more than 38 years, the Women's Resource Center has supported the diverse needs of tens of thousands of women, girls and families throughout southeastern PA. WRC's 8th Annual Leadership Luncheon, which will be held on April 11th, 2014, draws over 400 business leaders from the region, and celebrates and honors women who are on the forefront of helping other women and families. For additional information visit: womensresourcecenter.net.

The Leader's Edge/Leaders By Design 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 element 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 men and women in cultivating their leadership excellence so they can achieve success in the top tiers of organizations. For more information, visit www.the-leaders-edge.com.

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