



SHELLEY POTENTE

Executive Vice President, Client Relations

Shelley Potente is the Executive Vice President, Client Relations at *The Leader's Edge/Leaders By Design*. As part of the executive team Shelley's focus is on strategy, business development and marketing.

Before joining the firm, Shelley was VP, Client Services for a global talent and career management firm where she was a successful account executive for Fortune 500 firms. She is considered a resource within the corporate setting and in the community, recognized for her trusted partnerships and innovative approaches to promoting introductions and connecting clients and colleagues for their mutual benefit. Prior experience includes serving as EVP, Director of Operations for a career consulting firm where she also coached executives.

Shelley regularly speaks to client organizations and professional associations on topics relevant to leadership and career success. Her engaging and well-respected presentations include: *Strategic Networking, Presence & Impact, Self-Promotion, and Consultative Selling*. Shelley has individually coached countless professionals as they navigated and advanced their careers, and continues to be a strong resource to leaders assessing their career paths.

Shelley has a passion for guiding women towards success. She played an influential role as Board member and President of the Board of the Women's Resource Center (WRC) which resulted in significant growth and change. During her two-year tenure as Board President she set the highest standard of excellence, attracted the highest caliber candidates to serve on the Board, and increased its diversity. As President, she drove increased participation and sponsorships at the major annual fundraiser doubling the number of attendees and proceeds, and the operating budget of WRC reached a milestone. Shelley continues to serve as an Advisory Council member.

Shelley is a founding member and serves on the Executive Committee of the Board for POWER of Professional Women, whose mission is to develop the next generation of leaders. She is also a member of the Forum of Executive Women, has been actively involved with the Healthcare Businesswoman's Association and has served as a board member for the Philadelphia Society for People and Planning (PSPS). During her tenure with PSPS she developed the Graduate University Alliances program by forging alliances with LeBow and Wharton and established and facilitates PSPS' Senior Human Resources "Careers-In-Transition" group.

Shelley received the 2017 *SmartCEO Executive Management Award* and was nominated for the Delaware Valley HR Consultant of the Year and Main Line Media News Volunteer of the Year.

Shelley holds an M.A. in Clinical Psychology from West Chester University, a B.A. in Psychology from Penn State and is certified in the Hogan Leadership Assessment Series. Shelley's background in Psychology, Counseling and skills training, combined with her tenure as a consultant in the corporate space have contributed to a comprehensive understanding of people in business, earning her a reputation as a trusted and respected professional.