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SHELLEY POTENTE NAMED EXECUTIVE VICE PRESIDENT

PHILADELPHIA (November 29, 2017) -- [The Leader's Edge/Leaders By Design](#), a leadership development and executive coaching firm headquartered in the Greater Philadelphia region, has promoted Shelley Potente to Executive Vice President, Client Relations. Shelley has been employed at *The Leader's Edge/Leaders By Design* since 2011 and, as part of the executive team, focuses on strategy, business development and marketing.

"I am so thrilled to recognize Shelley as a leader who has made a significant impact in our organization," said Molly D. Shepard, President and CEO of *The Leader's Edge/Leaders By Design*. "She has a long-standing reputation in the greater Philadelphia community for possessing high integrity, building authentic relationships and thinking strategically – all things we value in our firm and that are valued by our clients."

Before joining *TLE/LBD*, Shelley was Vice President, Client Services for a global talent and career management firm where she was a top account executive for its major clients. 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.

Shelley is also very active in the community serving on the board of POWER, a professional member organization, where she plays a major role in building their image in the Philadelphia marketplace and shaping their mission to develop the next generation of women leaders. She also served as President of the Women's Resource Center – a non-profit committed to empowering women and girls to achieve personal growth during life transitions. Shelley also held positions on the board of the Philadelphia Society of People & Strategy (PSPS) where she developed innovative programs and has held leadership roles in the Healthcare Businesswomen's Association (HBA).

Shelley regularly shares her wealth of experience through mentoring and by speaking to client organizations and professional associations on topics relevant to leadership and career success. Her energetic and well-respected presentations focus on *Strategic Networking*, *Executive Presence and Impact*, and *Effective Self-Promotion*. Shelley received the 2017 *SmartCEO Executive Management Award* in recognition of her leadership and numerous accomplishments in the region.

The Leader's Edge/Leaders By Design is a leadership development, executive coaching and consulting firm that has partnered with hundreds of executive, high-potential and emerging men and women to enhance their leadership skills to achieve success in the top tiers of their organizations. For more information, visit www.the-leaders-edge.com.

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