

# LIVING AS A LEADER®

PRESS RELEASE

Living As A Leader  
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**FOR IMMEDIATE RELEASE**

## **LIVING AS A LEADER APPOINTS THERESA CUSTER AS NEW PRESIDENT** *Theresa Custer of Milwaukee, WI, Elevated to New Role*

**Milwaukee, WI – July 12, 2024**—Living As A Leader® recently appointed Theresa Custer, of Milwaukee, WI, as its president. Theresa has served as the managing director of the organization for the past decade. Additionally, she has supported the development of thousands of leaders in the capacity of facilitator, coach, and consultant.

Theresa Custer has over 30 years of leadership experience, including more than a decade at the executive level. Prior to joining Living As A Leader, she served as managing director for two large companies, overseeing over 500 staff across multiple locations nationwide. Also noteworthy is her extensive experience in strategic planning, team development, and operational efficiency.

Custer holds a Professional Coaching Certification (PCC) and is currently pursuing her Master Coach Certification (MCC) through the International Coaching Federation. Custer is committed to continuous learning and professional growth to ensure she brings the latest insights and techniques to her training and coaching practice.

Theresa Custer will continue her work as a facilitator and coach and will balance this with her new role as president. Custer said, *“Leadership is not about being in charge. It is about taking care of those in your charge. I believe this to be true with the companies I serve and the team I support. I look forward to serving Living As A Leader in this new capacity.”*

### **About Living As A Leader (LIVING AS A LEADER):**

Living As A Leader®, established in 2002 by co-owners Aleta Norris and Nancy Lewis, exists to support the development of leaders at all levels. Living As A Leader employs a steady-progress-over-time approach to leadership development. Their signature service, the Leadership Development Series, is designed to equip leaders at all levels of an organization with common language, skill and approach for effective leadership of the workforce. .. Additionally, Norris, Lewis, and Living As A Leader facilitator and coach, John Rutkiewicz, authored *Live As A Leader in 2021*. The book equips leaders with skills and strategies to transform their teams to greater levels of effectiveness. Learn more at [www.livingasaleader.com/book](http://www.livingasaleader.com/book).

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If you would like more information—or to schedule any interviews—please contact Beth Kelly at (740) 504-5303 or email [bkelly@livingasaleader.com](mailto:bkelly@livingasaleader.com)



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