



The New Face of Leadership

FOR IMMEDIATE RELEASE

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Companies Combine Forces to Offer Leadership Training

NORTHERN VIRGINIA — What happens when you combine the resources of two companies aimed at helping leaders excel? You get the partnership of Succeed to Lead (STL), LLC and the Government Technology Research Alliance (GTRA). “We’re excited about the partnership and the opportunity to work with such a world class organization as the GTRA,” said CEO Dr. Byron L. Cherry.

The partnership of GTRA and STL will host a series of leadership forums and workshops in 2009. Succeed to Lead works with some of the most seasoned leadership experts and business consultants who will be providing their expertise to these workshops.

“GTRA is excited to join forces with Succeed to Lead in order to provide a much needed leadership program for senior level federal government executives. GTRA’s mission is to change the way government does business; this partnership will truly provide our government leaders the tools they need to succeed,” stated Kelly Yocum, founder and CEO of GTRA.

Parham Eftekhari, co-founder and Director of Research and Curriculum development, said, “Government executives realize the critical role leadership plays in their organizations. As a result, they are increasing their emphasis on executive-level training on this core competency. GTRA’s partnership with Succeed to Lead allows us to provide the tools and skills sets necessary to empower executives to make positive change throughout all levels of their organization.”

The companies will soon announce the date of the first leadership forum. To sign-up for this news release, send an email to info@succeedtolead.com or info@gtra.org.

Company Information

The Government Technology Research Alliance (GTRA) brings together executive-level government technology leaders to collaborate, strategize, and create innovative solutions for common challenges. By sharing best practices and lessons learned, knowledge at the executive-level is exchanged among peers resulting in actionable, government-wide strategic plans. GTRA is an organization comprised of leaders dedicated to the development and success of strategic government technology innovation.

Succeed to Lead, LLC is committed to serving as a force for integrity, good sense, and wise solutions to the problems facing all organizations. It supports and serves customers in DoD, federal, state, and local governments, as well as the private and public sectors. ##