

NewComm Global CEO, Lucie Newcomb, Named to Take the Lead Board of Directors

Newcomb Joins Leadership Team as Take the Lead Marks 10th Anniversary

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Today, Lucie Newcomb, Chief Executive Officer of the award-winning international management consulting firm, [The NewComm Global Group Inc.](https://www.IssueWire.com), was selected as a member of the Board of Directors of the pre-eminent organization for women's leadership, [Take the Lead](https://www.IssueWire.com). Founded in 2014, the organization takes a multipronged approach to elevating women into leadership roles across sectors. A free [virtual 10th anniversary event](https://www.IssueWire.com) will be on February 19, 2024, featuring co-Founder, Gloria Feldt, and feminist champion, Gloria Steinem.

“We are pleased to have this timely opportunity to have Lucie and her decades of commitment to women's empowerment and deep expertise in marketing strategy, as we move into our 2nd decade,” noted Board Chair and former President of Tuskegee University, Lily McNair. “We want to build upon our decade of success and become even more effective at making an impact in women's lives. Working with a marketing strategist will help us do that.”

Co-Founder Gloria Feldt added, “We are delighted Lucie will bring her expertise and influence to further Take The Lead’s mission of intersectional gender parity in leadership. Our programs have been proven to accelerate women’s leadership trajectory and I’m excited Lucie’s here to help us scale.”

With two decades of experience mentoring, coaching and training women globally, Lucie joins the distinguished group of accomplished Board members. She notes, “It's wonderful to be able to apply my 35 years of strategic outreach expertise to further women's goals and capabilities with this distinguished Board of Directors. It’s a special honor to join as we celebrate our 10th anniversary. The sky’s the limit going forward, as we bring more women into our Take the Least community.”

In addition to leading NewComm Global, where she has been opening markets and opportunities for leaders like Cisco, Johnson & Johnson's LifeScan, IBM and more for three decades, Lucie has had significant experience in EMEA, ASEAN and Emerging Markets and has lived and worked in both the United Kingdom and South Africa.

A graduate of the University of California at Berkeley and Saint Mary’s College of California, where she earned her Master’s degree in Leadership Studies, Lucie is also an accredited coach in the Hall-Tonna (Values) Inventory and as a Leadership Practices Inventory (LPI) Facilitator.

For more information about:

Take the Lead

Since 2014 Take The Lead has prepared, developed, inspired, and propelled women of all diversities and intersectionalities to assume their fair and equal share of leadership positions across all sectors by 2025 with Take The Lead’s proven power tools. For more information and to register for our free virtual celebration on February 19th, please visit: <https://www.taketheleadwomen.com>

Lucie Newcomb and The NewComm Global Group, Inc.

Lucie Newcomb is a values-driven Global Business leader based in Silicon Valley. With a track record of setting highly effective strategic direction and building customer-centric, global B2B markets development and communications teams for public and private/startup companies, she focuses on ROI to realize short-term goals and long-term gains. She credits her predilection for both collaboration and connection for her success and impact. <https://www.newcommglobal.com/about>

Founded in 1994 in South Africa, The NewComm Global Group, an award-winning Silicon Valley-based management consulting firm, is recognized as a pioneer and champion of Global Business success. Our proprietary Global E4L(tm) (Explore. Evaluate. Establish. Embed. Lead.) methodology is based on 30 years of success in both Emerging and Primary Markets. We leverage it to take organizations to new levels via strategic global expansion and global leadership capacity-building for markets and industry leadership worldwide through our Advisory and Training Services. <https://www.newcommglobal.com> .

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