

TERESA VALADE, CEO

Theresa's background includes over 20 years of work history and 13 years in management positions. She has worked in the fields of hospitality management, health and wellness, retail and wholesale distribution. Prior to her starting Success Trek, Theresa led a staff of 60 at a fitness facility while building a membership of over 2,000 members. She was instrumental in the opening, turnaround and revitalization of several Starbucks locations.



Theresa's dynamic and upbeat personality enables her to bring positive energy to any environment. Through her various management positions, she has developed her expertise in business operations, strategic sales, marketing, finance and human resources. Theresa's leadership style is anchored around her ability to problem solve to generate workable solutions and resolve complaints and build rapport with diverse groups while being culturally sensitive. Her style also allows her to confidently motivate and coach individuals and teams to increase performance to create a productive, positive climate, manage multiple tasks and goals by setting priorities, adapt to changing work environments, and improve and streamline complex work processes.

She earned a Master of Business Administration (M.B.A.) from Indiana University Northwest and a Bachelor's degree in hotel tourism management from Purdue University West Lafayette. Theresa is a graduate of the Institute for Innovative Leadership and a member of the Beta Gamma Sigma Business Honor Society.

Theresa is an alumnus of Leadership Northwest Indiana and serves on Advisory Councils for the Lupus Foundation and Ivy Tech Information Technology Department. She was recognized in The Times Business Magazine publication for top 20 under 40 in 2008. Her business, Success Trek Inc., was recognized as Best New Business in 2008 by NWI Business Monthly and one of 19 EDGE (Economic Development Through Entrepreneurship) Award Recipients in 2009 in the State of Indiana.

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