



# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

### NCBTMB ANNOUNCES CHANGE IN LEADERSHIP

*Mike Williams to Assume Interim CEO Position*

**OAKBROOK TERRACE, Illinois (September 20, 2011)** – The NCBTMB Board of Directors announced today that Paul R. Lindamood has stepped down as CEO of the National Certification Board for Therapeutic Massage & Bodywork. “Paul has played a pivotal role in refocusing the direction of our organization and taking a firm line on reducing expenditures, bringing our organization back into financial solvency,” said Alexa Zaledonis, Chair of the NCBTMB Board, “and for that we will be forever grateful.”

Paul was instrumental in moving the organization through a tough transition period by executing strong communication, public relations and government relations programs. Additionally, Paul oversaw, and guided, the progress of the Advanced Credential, the first for the profession. His commitment for assuring that NCBTMB creates a professional pathway option for those massage therapists and bodyworkers who wish to advance their career will continue. Paul provided the vision that brought a strong presence, and place for NCBTMB. Zaledonis concluded, “we thank Paul for his dedication and service to NCBTMB and to the profession and wish him continued success on his career path.”

As the organization moves forward, Zaledonis will continue to play a vital role in developing the strategies, and collaborating with peer associations and other vested stakeholders, that will guide the organization well into the future. She is joined by Mike Williams, who has been named interim CEO. Mike comes to NCBTMB after an engagement with Susan G. Komen for the Cure, where he was interim president and prior to that position, interim CFO. He has a record of achievement in a variety of executive positions and industries. Among them are the National Association of Broadcasters, Motion Picture Association of America and Recording Industry Association of America.

In commenting on the appointment, NCBTMB Chair Zaledonis said, “Mike is very strong in operational excellence and will provide substantial support and guidance to both the Board and staff. He has helped guide several organizations through very successful restructuring periods, and has been a primary architect in the creation, revision and implementation of their strategic plans in ever-changing landscapes. His strengths are a perfect match for NCBTMB as we develop new strategies and a new structure to continue building on the value of certification and its importance to the massage profession.” Zaledonis continued, “In looking to the future of our profession, we want to make sure that we can have an impact on the careers of massage therapists in the most positive and beneficial way possible.”

#### **ABOUT NCBTMB**

NCBTMB was established in 1992 as an independent, nonprofit organization fostering the highest standards of ethical and professional practice in the delivery of therapeutic massage and bodywork through two recognized credentialing programs. NCBTMB examinations are currently accepted or recognized in statute or rule by 38 states plus the District of Columbia. There are nearly 87,000 professionals with NCBTMB certification. NCBTMB's certification programs are accredited by the National Commission for Certifying Agencies.

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