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BestSelf hires new Chief Marketing & Development Officer

January 30, 2023 – BestSelf Behavioral Health today announced the appointment of Therese Fuerst, to the newly created executive team role, Chief Marketing & Development Officer.

Therese holds a BA in Pre-Law/Political Science and Communication Studies from Canisius College and an MS in Public Relations Management from SUNY Buffalo State University. She is also a graduate of University at Buffalo's Center for Entrepreneurial Leadership in the Allstate Minority and Women Emerging Entrepreneurs Program.

Therese is a seasoned entrepreneur and communications expert who has worked with the region's top businesses and business leaders. She brings more than 20 years of experience to this position. Therese currently runs a consulting practice and is a faculty member in the Communication Department at Buffalo State University.

Therese has been involved with BestSelf for many years. She has proudly served on BestSelf's Foundation Board and on the Capital Campaign Committee for the Child Advocacy Center.

Therese's career started in broadcasting and since then has spanned across various sectors including her current role as Founder and President of her NYS Certified WBE communication strategy firm, Fuerst Consulting Corporation. Prior to becoming a business owner, Therese served as Vice President of the Buffalo Niagara Partnership, the Buffalo Niagara region's private sector-funded economic development organization and the regional chamber of commerce; as Sr. Marketing Manager of Uniland Development Company, the region's largest real estate development company; as Director of Corporate Communications BlueCross

BlueShield of Western New York and BlueShield of Northeastern New York and as Director of Public Relations and Marketing for the City of Buffalo's economic development arm under former Mayor Anthony Masiello.

Among her many awards and honors, Therese is the 2019 recipient of the May C. Randazzo Outstanding Practitioner Award from the Buffalo Niagara Chapter of the Public Relations Society of America, the 2020 recipient of the SUNY Buffalo State University Communication Department Professional Achievement Award, the 2021 recipient of the Buffalo State College Community Engagement Award for Service Learning, the inaugural recipient of the *Amherst Chamber of Commerce Young Professional of the Year Award*, a finalist for the *Athena Young Professional of the Year Award*, a proud Business First *Forty Under Forty Award* winner and a graduate of Leadership Buffalo.

An active community member, Therese volunteers her time with several community, civic and professional organizations including, Canisius College, Nardin Academy, the United Way of Buffalo and Erie County, the BISON Fund, and the Public Relations Society of America (Buffalo Niagara Chapter and National Chapter).

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BestSelf Behavioral Health, Inc. is the largest community-based behavioral health organization serving children and adults with mental health and substance use disorders in WNY. We provide easy access to a full continuum of person-centered, trauma-informed, culturally responsive, behavioral health treatment, rehabilitation, and recovery services. BestSelf has an annual budget of \$90 million which serves more than 41,000 children and adults in 60+ locations in Western New York.