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Local Business Executive Helps Veterans Transition from War to Wall Street

Lida Citroën volunteers her expertise to national organization that prepares wounded and disabled veterans of Afghanistan/Iraq for Wall Street careers.

DENVER, February 25, 2011 – For many wounded and disabled veterans of both the Iraq and Afghanistan wars, entering the business world upon completion of their tours-of-duty presents numerous challenges. This is where Denver-based branding consultant Lida Citroën heeds the call to help. Volunteering her time for the Wall Street Warfighters Foundation each year, Citroën mentors veterans who are participating in the Foundation’s six-month training program that prepares veterans for careers in the financial services industry.

“These brave men and women have made the ultimate sacrifice for their country,” said Lida Citroën, founder and principal of LIDA360. “It is my great pleasure to help them make the transition from the battlefield to the boardroom.”

Since she first approached the Foundation in early 2010, Citroën has conducted workshops for the veterans on how to develop the skills to market and brand themselves to some of the world’s most prestigious Wall Street institutions. During her training sessions, Citroën teaches veterans to identify their unique value, leverage their career experience in a way that potential employers will embrace, and promote themselves effectively, outside of a military environment.

“These heroes need help with defining their unique skill sets, developing their networking skills, and even how to dress and groom for interviews as well as for on the job,” said Citroën. “They also struggle with office cultural issues such as gender communication and how to promote their own work effectively.”

“Lida Citroën’s dedication to the success of these veterans is immeasurable,” said John P. Jones, executive director of the Wall Street Warfighters Foundation and a wounded former staff sergeant with the USMC. “Lida provides the necessary tools for a successful Wall Street career to our graduates. It’s essential training as they begin the conversion to private sector careers.”

Wall Street Warfighters Foundation partners with, and is supported by, major Wall Street financial services institutions to bring the training and preparation needed for these veterans to lead successful careers. Many of the program’s graduates have gone on to jobs with prestigious firms such as Goldman Sachs, Deutsche Bank, Drexel Hamilton, JP Morgan Chase to name a few.

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About LIDA360:

A recognized speaker, writer and chief marketing officer, Lida Citroën has been helping businesses and professionals uncover and develop their true brand value for more than 20 years. As founder and principal of LIDA360, she helps her clients tap into their unique brand assets to produce effective and measurable marketing programs, increasing success and reducing costs by improving brand authenticity, consistency and integration. With a contagious passion for quality, her methodology and approach are both innovative and practical. Visit www.LIDA360.com for more information or call 800.314.5060.