



Theresa Custer

Growth & Development Manager

I joined LifeWise in 2021 in a consulting capacity to facilitate strategic and marketing planning, as well as focus on increasing sales and company growth.

I was in the mortgage industry for 28 years, and leadership training, consulting, and coaching industry for 14 years. With more than 25 years under my belt as a leader of people, and 10 + years in the C-Suite, I've found that I really enjoy working with people to help them achieve their goals and highest potential. My other love is strategic planning. In fact, Strategic is my number one Clifton Strength, followed by Positivity, Communication, Woo, and Empathy.

I attended the University of Maryland for Accounting. I'm a Master Coach through ICF, and a Gallup Global Strengths Coach.

Although from the east coast originally, I currently live in Oconomowoc, WI – beautiful lake country. My husband and I are empty nesters. We enjoy spending our free time with our three adult sons, their wives, and our grandchildren. We also love to camp, cook, kayak, ATV, and find new supper clubs and restaurants to visit.

I love working with the team at LifeWise. They are so energetic, kind, and hard-working. Customer service is always top of mind and their number one goal. I am happy to be part of this amazing team.