

FOR IMMEDIATE RELEASE

Contact: press@thepropergroup.com | www.thepropergroup.com

Date: April 15, 2025

Four New Partners Expand The Proper Group's Executive Leadership Collective: Libby Coulton, Brent Beemer, Eloiza Domingo, and Sherri Sperelakis-Fening join the growing firm

Industry leaders in strategy, growth, communications, change management, and government affairs join to help organizations scale with purpose.

CINCINNATI, OH – The Proper Group, a national collective of fractional executive leaders, proudly welcomes four new partners to its growing leadership team: **Libby Coulton, Brent Beemer, Eloiza Domingo, and Sherri Sperelakis-Fening**. This expansion marks a new phase for the firm as it deepens its capabilities across strategic communications, public affairs, revenue growth, and inclusive transformation.

Each partner brings decades of experience in their respective fields and will serve as embedded leaders for client organizations navigating growth, complexity, and change. The firm's proprietary **Leadership-as-a-Service (LaaS)** model pairs these seasoned executives with companies in need of strategic clarity and operational momentum—without the overhead of full-time hires.

"This group of leaders represents the best of what's possible in modern leadership," said Michael Betz, President and Managing Partner of The Proper Group. "They're not just subject matter experts—they're transformation catalysts. With them, we offer not only more services, but deeper insight, faster impact, and a new level of client partnership."

Together, the four new partners bring an impressive portfolio of experience:

- **Libby Coulton:** Strategic communications and crisis expert with global agency and government experience.
- **Brent Beemer:** Public affairs strategist with federal and international expertise, including 25 years of diplomacy and government grant strategy.
- **Eloiza Domingo:** Award-winning culture and change management strategist, formerly VP at Allstate and Deputy Chief Diversity Officer at Johns Hopkins Medicine.
- **Sherri Sperelakis-Fening:** Go-to-market, CRM, and revenue operations expert who has built, scaled, and led growth strategies for both enterprise and startup organizations.

“This team? It’s next level,” added Larry Burns, Founder and CEO of The Proper Group. “We’re not just leveling up our capabilities—we’re raising the bar for what it means to lead with purpose, clarity, and impact.”

Explore the Full Announcement

 **Read the company announcement:**

theproper.group/f/four-new-partners-expand-the-proper-group's-fractional-c-suite

 **Media Kit:** www.theproper.group/press

 **Learn more about us:** www.theproper.group

 **Follow us on LinkedIn:** linkedin.com/company/properonthemove

 **Join the conversation:** **#ProperLeadership** | **#LaaS** | **#FractionalCLevel**

Read full article:

<https://theproper.group/f/four-new-partners-expand-the-proper-group%E2%80%99s-fractional-c-suite>

Media Kit: www.theproper.group/press

Learn more at: www.theproper.group