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Press Release

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Susan Joyce Proctor Achieves Recognition for Expertise and Contributions to the Fields of Integrative Wellness, Leadership and Women's Empowerment

As co-founder of The Women Thriving Project and creator of Align By Design, Ms. Proctor is advancing a new vision for women's wellness, personal alignment and leadership

DELRAY BEACH, FL, October 5, 2026, Susan Joyce Proctor, MBA, DAy, has been recognized for her multifaceted career spanning finance, entrepreneurship, integrative wellness, education and human potential. A former Wall Street executive who has spent more than three decades exploring the intersection of individuality, well-being and personal transformation, Ms. Proctor is bringing her experience and vision to the development of The Women Thriving Project, a company she co-founded with Jenny Dangerfield.



The Women Thriving Project is an emerging enterprise and movement dedicated to transforming how women approach wellness, longevity, personal development and leadership. Drawing on the complementary expertise and vision of its founders, this ecosystem extends beyond traditional wellness programs to create an integrated platform combining personalized methodologies, education, technology, community and enterprise applications. The founders envision a business capable of reaching women across generations and geographies, with opportunities for recurring revenue, strategic partnerships and long-term growth.

Ms. Proctor brings a distinctive combination of corporate leadership, entrepreneurial experience and expertise in human individuality to this venture. She is the creator of the Align By Design Blueprint™, a comprehensive methodology integrating multiple systems of human individuality to illuminate natural strengths, decision-making styles, relationships and opportunities for personal and professional fulfillment. She is also pioneering the role of Chief Alignment Officer, introducing a new approach to working with founders, leadership teams and organizations that recognizes the importance of aligning people with their natural capabilities and contributions.

"One size fits all doesn't fit anyone," Ms. Proctor explains. "We've spent decades developing standardized approaches to everything from health and wellness to education and business leadership. But people aren't standardized. I believe the next great opportunity lies in understanding and honoring our differences, and creating systems that support individuals in thriving according to their own unique design. And as artificial intelligence transforms the way we live and work, understanding what makes us uniquely human becomes more important than ever."

Ms. Proctor's unconventional professional journey began in the financial sector. She earned a bachelor's degree in economics from Colgate University and an MBA in finance from New York University's Stern School of Business. Rising rapidly through the ranks, she became a bank vice president at age 27, holding senior positions at Bankers Trust Company and Manufacturers Hanover Investment Corporation. Her early career provided a foundation in business strategy, relationship development and organizational leadership that continues to inform her entrepreneurial work.

In 1987, a profound spiritual awakening transformed her understanding of life and its possibilities. Within a year, she left the financial industry and embarked on an entirely different path, beginning more than three decades of intensive study, professional training and practical exploration into consciousness, human individuality and well-being.

Ms. Proctor became a certified Ayurvedic practitioner in 1992 and earned her diploma in Ayurvedic medicine (DAy) from the Open International University for Complementary Medicine in Sri Lanka in 1996. She was subsequently recognized as a Fellow Cum Laude of the Institute for Human Individuality. Her additional professional training and certifications include Neuro-Linguistic Programming (NLP) and clinical hypnotherapy.

Her exploration of human individuality subsequently expanded to encompass Human Design, Wealth Dynamics and Vedic Astrology, alongside her extensive background in Ayurvedic medicine. Drawing upon these diverse disciplines, she developed the proprietary HemaDosha Blueprint™, integrating Ayurvedic principles with blood-type individuality, and subsequently created Align By Design as a broader framework for understanding the whole person.

Today, Ms. Proctor is applying these insights increasingly to entrepreneurship and organizational leadership. Through Align By Design, she works with individuals and founders to identify natural talents, complementary strengths, decision-making styles and opportunities for more effective collaboration. Her developing Chief Alignment Officer practice extends these principles to team dynamics, leadership development and organizational strategy, with an emphasis on creating businesses that capitalize on the distinctive contributions of their people.

Ms. Proctor's entrepreneurial experience extends across several decades and multiple business ventures in wellness, education and personal development. She has created and led programs, produced large-scale events and built communities that bring people together around shared interests and transformative experiences. For a decade, she produced major events for an internationally recognized spiritual teacher, developing expertise in event management, relationship building and community engagement.

An accomplished speaker, writer, educator and podcast host, Ms. Proctor has spent decades communicating ideas, engaging audiences and creating opportunities for meaningful dialogue. Her experience includes hosting multiple podcasts, developing educational programs and presenting on topics ranging from integrative wellness and personal transformation to human individuality and leadership. She currently publishes Thriving Beyond the Matrix on Substack and is relaunching a podcast of the same name, exploring the journey from conditioning to sovereignty and the possibilities that emerge when individuals reconnect with their authentic nature.

Her personal history has also influenced her professional philosophy. Born in Brooklyn, New York, Ms. Proctor grew up in a family that valued education, achievement and intellectual curiosity. Her maternal grandmother, a gifted home cook, inspired her lifelong passion for food, hospitality and the relationship between nourishment and well-being. An enthusiastic cook and entertainer, Ms. Proctor enjoys hosting gatherings and women's salons, dancing, practicing yoga and spending time with her two beloved cats.

"My career hasn't followed a conventional path," she reflects. "But looking back, I can see that every chapter contributed something essential to what I'm creating today. I've spent much of my life exploring what makes each of us unique. Now I have the opportunity to bring those insights into something much larger, working with extraordinary people to create new possibilities for women, businesses and communities."