

Joyce Marter, LCPC

Psychotherapist, Entrepreneur, Mental Health Thought Leader, National Speaker & Author

Joyce Marter has been a Licensed Clinical Professional Counselor since 1998 and is an expert in self-esteem, mindfulness and career development. Joyce is the Founder of Urban Balance, a counseling practice she started and grew to over 100 clinicians working from ten locations in three states during her 13-year tenure as CEO. She successfully sold Urban Balance to Refresh Mental Health in 2017 and serves as Chief Brand Ambassador for this national leader in outpatient mental health. Joyce maintains a limited practice and is Adjunct Faculty at The Family Institute at Northwestern University where she has served as a Clinical Supervisor since 2005.



With a passion for advocating for the profession, Joyce has served as the Chair of the Midwest Region of the American Counseling Association, as President of the Illinois Counseling Association, and two-terms as President of the Illinois Mental Health Counselors Association. She is the recipient of several awards including “Distinguished Alumni of the Year” from The Family Institute at Northwestern University (2008), “40 Under 40” from Crain’s Chicago Business (2010), the “President’s Award for Excellence in Leadership” from The Illinois Mental Health Counselors Association (2017), and the Robert J. Nejedlo Distinguished Leadership Award from the Illinois Counseling Association (2020).

Marter is member of the National Speakers Association and is a national keynote speaker, trainer, and continuing education facilitator. She is a blogger for PsychCentral, Spirituality & Health, and The Huffington Post, has been quoted in more than ten books. Marter is routinely consulted as a counseling expert in the media, featured in such outlets as The Wall Street Journal, U.S. News & World Report, CNN, Real Simple Magazine and MTV. Her book, *The Financial Mindset Fix: A Mental Fitness Program for an Abundant Life* will be published by Sounds True in July of 2021.