

"The Mentor Blog" - October 15, 2009

Life Balance Issues for Executive Spouses

by **Broc Romanek**

Recently, I was made aware of a new service - [ExecuMate](#) - founded by Colette Young, the wife of Dr Pepper Snapple's CEO to help executive spouses survive and thrive in their new role. As I understand it, ExecuMate doesn't cover the legal nitty gritty with clients (eg. insider trading compliance) - but instead focuses on work/life balance issues.

According to Colette, the latest trend is that as more and more women are ascending the corporate ladder, it's created a real need to help their husbands adjust to their role as the executive spouse. As a result, Colette is working with more male executive spouses, and finding they are very open to talking about the challenges they're facing. They tend to be comfortable talking about the specifics of their situation, and look at it as an opportunity to put their problem-solving skills to good use.

This is an interesting idea, particularly as the reputations of officers and directors will face more scrutiny as annual meetings become "real" elections and some types of activists increasingly are willing to conduct personal attacks to further their goals.