

Erin Wiley

Thrivers Awardee

A woman whose entrepreneurial leadership has grown and sustained a business, meeting increasingly higher levels of achievement in revenue, job creation and market share.



Erin Wiley's entrepreneurial journey began early, with ventures like selling painted rocks and running a newspaper route. In grad school, she started The Wiley Vocal Studio to support her education. After becoming a licensed Clinical Mental Health Therapist in 2011, Erin identified a gap in the therapy market, particularly for families, children, and marriages, prompting her to start a practice that addressed relational as well as mental health needs.

Starting her practice during a national mental health crisis presented challenges, especially given the shortage and low pay of mental health professionals. Erin's goal has been to recruit, train, and retain top-notch therapists, creating a supportive environment. Her practice has won Toledo City Paper's Best of Toledo distinction for seven consecutive years and boasts the most diverse group of professionals in the area. Erin's varied job experiences—from babysitting and waitressing to sales—taught her the value of hard work, customer service, and team collaboration. Starting TWC as a solo practitioner, she quickly expanded, hiring staff and moving to larger spaces. From 2016 to 2024, the number of employees increased by 4400%, and revenue grew by 2399%. Therapy sessions surged from 1,508 in the first year to 31,745 in 2023, with 54,000 projected for 2024. The practice now offers specialized programs and health insurance benefits to full-time employees.

Erin's journey challenges the status quo, showing that women can lead and own businesses in a male-dominated industry. She transitioned from a stay-at-home mom to a licensed counselor and entrepreneur, aiming to inspire other women to pursue their dreams. Erin has helped over a dozen women start their own therapy practices, fostering a supportive community. Erin's business benefits the community by destigmatizing mental health care and improving service quality. Partnering with Dr. Dan Rapport at UTMC, her practice has expanded psychiatric services. Erin has also served as an educator and speaker for various organizations, promoting mental health awareness. Her team has saved marriages, healed trauma, and helped people find happiness, contributing to the community's overall well-being. Erin is humbled to lead her team at Willow, finding her career an opportunity to serve people and create a fulfilling workplace for therapists.

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