

Ernst & Young Global Client Consulting Practice

The firm hired Patty Block to create practice branding and sales/marketing infrastructure for the firm’s U.S. Southwest Region. Patty served as marketing and business development executive for the Telecommunications, Consumer Products and Financial Services revenue teams. She led numerous branding, account planning and business development activities, and spearheaded targeted pursuits and proposals for the revenue teams and Southeast geography. These initiatives generated over \$160M for the Atlanta office and over \$275M for the region.

<u>Company/ Other</u>	<u>Pursuit/Initiative</u>	<u>Led Team</u>	<u>Contributions</u>	<u>Value</u>
“ An Evening with Colin Powell ”	Orchestrated national branding initiative for Ernst & Young. The Atlanta office hosted one of four events featuring General Colin Powell as guest speaker. This joint program was co-sponsored by the SouthWest Region Global Client Consulting Practice and the Southeast and Atlanta office's Audit & Tax Practice.	35+	<p>These events elevated the firm's national brand and reputation, established and grew relationships with attending CEOs and positively impacted the firm's strategic account planning and sales.</p> <p>Invited Fortune 500 CEOs and spouses to a special evening (photos) – including cocktails, conversation, Gen. Powell's remarks, dinner, and dessert – at The Lionheart, a privately owned mansion in Buckhead, a community north of Atlanta.</p> <p>Fourteen CEOs/spouses attended, along with multiple E&Y senior partners and firm leaders.</p>	\$20M
Y2K New Product/ Service Launch	Handpicked by Ernst & Young senior business development executive to participate on firm’s 100-member Y2K Task Force.	15+	Created firm-wide branding and service naming strategy. Co-created Y2K brochure . Developed Y2K proposal template , wrote services profile , and led development of sales training materials.	\$40M
Avco Financial Services	“ Insight ” – Half-day presentation peeled back the roof. Enabled Avco general management team to experience in real-time future state vision of global information systems design and implementation project.	50+	Envisioned and directed unique pursuit strategy. Designed and produced program and presentation set (photos). Managed script development, wrote proposal and all branding materials .	\$50M

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Georgia-Pacific	Shared Accounting Services Preliminary Systems Design (PSD) Proposal	35+	Wrote executive summary and major portions of 200-page proposal .	\$60M
Sprint	Selected by senior partner to lead response to RFI to Reengineer their Finance function.	15+	Under five-day deadline, defined positioning strategy and messaging , led research and design team and wrote major portions of proposal.	\$11M
Phillips Petroleum	Systems design contract.		Hosted CRM Event/Golf Tournament at multiple CIO Perspectives conferences. Event strategy improved client relationships and supported resulting sale to Phillips.	\$1M
CSX	Strategic information systems plan.		Hosted wine tasting held for Southeast Senior IS Executive group. Event cemented relationship with client and helped close sale.	\$1M