

**Patricia Block**

Principal and Owner
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Patricia Block is founder and owner of Block Consulting LLC, a consulting firm that provides custom, creative business development, marketing and PR solutions. She has over 20 years experience spearheading innovative initiatives for technology organizations, management consulting and professional services firms, green building and development and emerging companies. Patty orchestrates strategic communications and business development activities that increase awareness, cultivate leads and generate significant incremental revenue – e.g., over \$335 million for Oracle, Ernst & Young, Spencer Stuart and Meridian Builders & Developers, Inc. (not inclusive).

Patty has a passion for writing bright, compelling content and creating inventive approaches that enhance a company's brand. She offers fresh thinking on market positioning, powerful communications and eye-and ear-catching PR. Her major strength: envisioning, planning and implementing groundbreaking public relations, marketing and business development initiatives that amplify market awareness, establish and cultivate relationships and increase sales. She greatly enjoys collaborating with others and using her creative energy to help grow shareholder value.

Before forming Block Consulting, Patty served as Marketing Director, Consumer Sector Worldwide, Oracle Corp. She led the global go-to-market planning and implementation for Oracle Consumer Packaged Goods (CPG) and Oracle Retail. Prior to Oracle, Patty directed marketing, strategic communications and business development programs for Ernst & Young's Management Consulting Practice. She worked closely with the senior partner leadership team and led many sales initiatives, proposal and market development projects for the Southwest Region and multiple industry-based revenue teams.

Patty began her career in management consulting, specializing in manufacturing information technology at Arthur Andersen & Co. and Coopers & Lybrand. A graduate of the University of Pittsburgh, *summa cum laude*, with a B.S. in Industrial Engineering, she also completed business masters studies at Northeastern University.

Patty is a member of the [National Association of Science Writers \(NASW\)](#) and a contributor to [NiemanWatchdog.org](#) ("Questions the press should ask"), a project funded by the Nieman Foundation for Journalism at Harvard University. She is a contributing editor for [WomensRadio.com](#), a service of Women's Online Media and Education Network. Patty served as marketing panelist at [The Sales & Marketing Summit](#), sponsored by [eWomenNetwork](#), the most visited women's business website and #1 online community for women business owners and professionals in North America.

Patty participated in the San Francisco Chamber of Commerce International Business Alliance Group and presented at the [San Francisco Rhinoceros Toastmasters "Self-Marketing" night](#). She also served as former co-chair of the Writers' Mentoring Group, [California Writers Club](#)-San Francisco/Peninsula Branch. Patty is a member of the [American Marketing Association \(AMA\), San Francisco Chapter](#) and the [National Association of Professional Women \(NAPW\)](#).

PATRICIA BLOCK QUALIFICATIONS

ORGANIZATION	INDUSTRY	CONTRIBUTIONS
Albright Consulting Services	Computing and Systems	Built new corporate identity. Positioned firm as premier solutions provider through branding, key messages, strategic content and winning sales proposals . New sales and marketing strategies led to Fortune 100 record sales exceeding \$.5 million.
Crawford & Associates International	Change Management	Led plan, design and execution of research study including strategic communications and components. Played instrumental role in securing strategic alliance with HR.com and established several other industry relationships.
Ernst & Young	Management Consulting/ Systems Integrator	Teamed with firm managing partners and created new marketing and sales infrastructure and strategic account planning model for firm's Southwest Region. Led communications and account positioning strategies, targeted sales pursuits and proposals that resulted in over \$150 million in sales for industry and geographic revenue teams and \$275 million in regional sales.
GEL (Group Experiential Learning)	Executive Coaching	Successfully promoted BIG TEAM Regatta San Francisco 2005 by securing alliance with radio station KFOG and promotional interview on KNBR in San Francisco (SF). Wrote Public Service Announcements broadcast on MIX 107.3 in Washington, D.C. (DC). Crafted messaging and wrote Information Kit used to this day to promote regattas in SF, DC, Chicago and New York. The 2005 SF and DC regattas raised over \$100K for Treasure Island Sailing Center and Kids Set Sail youth and adaptive sailing programs.
Lautze & Lautze	CPA and Financial Services	Served as part-time Marketing Director. Jump-started marketing, PR and business development activities, including internal and external branding, business development best practices and staff mentoring programs . Led client satisfaction survey, which improved client relationships and uncovered thousands of dollars in new service opportunities . Used survey to gather endorsements and produced valuable collateral highlighting client testimonial .
Lee Hecht Harrison	Leadership Consulting	Initiated multiple media and research business development projects which planted business development seeds with prospects and clients. Led and wrote research study on " Leadership Development Innovation and Best Practices " and ghostwrote " Board Leadership " article for <i>Directors Monthly</i> , a National Association of Corporate Directors publication. Secured coverage and article placement in Chief Learning Officer (CLO) magazine .
Meridian Builders & Developers, Inc. (video includes SF Mayor Gavin Newsom)	Building and Construction Services	Secured joint venture with <i>Sunset</i> magazine. Meridian and John Lum Architecture selected as builder and architect for Sunset magazine 2007 San Francisco Idea House . Relationship with magazine and business opportunity worth over \$2 million in supplier and material sponsorships and priceless PR opportunities for Meridian .
Novatix Corporation	Security Software	Developed positioning materials and pitches for target media. Established relationships with high profile editors and writers at IT security publications, including CSO (Chief Security Officer) Magazine . Planted seeds for future coverage. (Novatix acquired by PC Tools in May 2007)
Oracle Corp.	Consumer Sector Worldwide	Served as marketing director and led profitable business development, marketing and PR initiatives for Oracle Consumer Packaged Goods and Oracle Retail industry applications. Press and analyst communications , target market positioning , sales campaigns, and focused client touch programs generated revenues exceeding \$58 million.
Sand Hill IT Security	IT Security	Managed PR, corporate communications and media/analyst relationships (e.g., Aberdeen, Merriman, Yankee Group, etc) for public target acquisition company. Crafted messaging, collateral , web site architecture and design and wrote all site copy . Wrote 13 press releases that enhanced visibility and promoted the merger with privately held web filtering security appliances company, St. Bernard Software . Managed joint marketing activities with five industry alliance partners.
Spencer Stuart Technology, Communications & Media (TCM) Practice	Executive Search	Transformed strategic marketing, communications and PR programs for TCM practice. Secured/managed strategic alliances with the National Venture Capital Association (NVCA) , Telecommunications Industry Association (TIA) , Software Magazine , etc. Client acquisition programs - including multiple market surveys, research studies and white papers , executive briefs , newsletters , collateral and special events - generated over \$2 million in revenue. Built relationships with media powerhouse editors and reporters – e.g., Wall Street Journal , Fortune , BusinessWeek , and Business 2.0 . Press mentions produced over 100% increase in media hits and public relations ROI of almost 300%.