



## Patricia Block Business Development Qualifications and Sample Rolodex

Patricia Block is founder and principal of Block Consulting, a marketing, business development and sales agency. Patty provides business development, sales, marketing, introductions and strategic alliance/joint venture services for technology, professional services, and B2B / B2C organizations. Previously, Patty served as an enterprise sales/business development executive and IT management consultant for Oracle, Ernst & Young, Andersen Consulting and Coopers & Lybrand.

Through her current position and previous roles, Patty has developed a vast network of business contacts. She experiences significant personal and face-to-face interaction with CEOs, CIOs, CTOs, CFOs, CMOs, and SVPs of Business Development and Marketing at Fortune 1000, small-to-medium sized enterprises (SMEs), and startup/emerging companies across virtually all industries and sectors – including matrix (consulting) and traditional/hierarchical businesses.

The following lists (sorted alphabetically by company) illustrate the breadth and depth of Patty's rolodex and experience leading successful sales, business development, strategic alliance, and pursuit initiatives targeting enterprise, SME, and startup/emerging organizations.

**Albright Consulting** – Implemented targeted client relationship management system for mainframe solutions provider. Uncovered business development and sales opportunities. Developed new corporate identity and positioning strategy. Created branding, messaging, new creative, and winning sales proposals. Inside sales, marketing and CRM strategies led to Fortune 100 record sales >\$1M. Managed following accounts and prospects:

- ABB Power
- AT&T
- Bristol Myers-Squibb
- Eli Lilly & Co.
- First Union National Bank
- Forsyth Hospital
- General Electric
- Hitachi Data Systems
- IBM
- Kimball International
- North Carolina Baptist Hospital
- North Carolina Farm Bureau
- R. J. Reynolds
- Salem Carpet Mills, Inc.
- Sandoz Chemicals
- Sprint

**Block Consulting** – Sourced and secured engagements with and for the following organizations. Led dozens of successful sales and strategic growth initiatives exceeding \$11M in sales:

<b>Industry</b>	<b>Company</b>
Building/Sustainability	Jeff King & Company
Building/Sustainability	Meridian Builders & Developers, Inc.
Building/Sustainability	Design AVenues
Education	Foster City Preschool & Daycare Center
Non profit	California Writers Club

Non profit	National Maritime Heritage Foundation
Non profit	Treasure Island Sailing Center
Prof Svcs	Accelerance
Prof Svcs	Bill Islava LLC
Prof Svcs	Brandon Hall Research
Prof Svcs	Crawford & Associates International
Prof Svcs	GEL Corp.
Prof Svcs	Hodge Niederer Cariani Lindsay
Prof Svcs	Lee Hecht Harrison
Prof Svcs	Peoplix
Prof Svcs	ReGroup
Prof Svcs	Right Management
Prof Svcs	TSG
Retail	Nature At Play
Tech	Albright Consulting Services
Tech	Andersen Consulting
Tech	Cohesive Knowledge Systems
Tech	Coopers & Lybrand
Tech	Cox eLearning Consultants
Tech	EBSuite
Tech	Ernst & Young
Tech	Intelladon
Tech	Novatix Corporation
Tech	Oracle Corporation
Tech	Retek Inc. (HNC Software)
Tech	Sand Hill IT Security
Tech	Spencer Stuart
Telecomm	Bell South
Telecomm	Northern Telecom
Telecomm	Sprint
Tech/Consumer	Coca-Cola Company
Tech/Consumer	Georgia-Pacific
Tech/Consumer	Gripit Floss Holder
Tech/Consumer	J.M. Smucker Co.
Tech/Consumer	Kellogg's
Tech/Consumer	Land O' Lakes
Tech/Consumer	R.J. Reynolds
Tech/Consumer	The J.M. Smucker Company
Tech/Financial	Avco Financial Services
Tech/Industrial	WESCO
Tech/Pharma	Bristol-Myers Squibb
Tech/Prof Svcs	Lautze & Lautze
Tech/Prof Svcs	TRI Corporation

**EBSuite** – On-demand SaaS CRM provider. Worked with executive management team and sales to streamline prospecting and grow the company. Developed digital media and sales campaigns. Increased sales 20%.

- [Alcatel](#)
- Allied Home Mortgage
- Asteres Inc.
- Auspice Corp.
- BP Works Inc.
- California State University
- ClickCommerce
- Coldwell Banker
- Franklin Covey
- [International AutoSource](#)
- Tech Montreal

**Ernst & Young** – Management Consulting, Systems Development & Integration. Developed and managed cross-channel marketing activities, sales campaigns. Prospected and closed engagements worth >\$150M in sales to Sprint, Northern Telecom, other F1000 organizations. (client list not inclusive)

- [Avco Financial Services](#)
- Chevron
- Coca-Cola
- Georgia-Pacific
- Sprint
- Phillips Petroleum

**GEL Corp.** – Leadership development/training, on a sailboat. GEL's CEO asked Patty to help him launch the company's inaugural San Francisco BIG Team Regatta corporate sailing challenge. Our goal: raise money for the San Francisco Treasure Island Sailing Center. Each year TISC offers free sailing programs and lessons for underprivileged children and adaptive sailors. Secured event participation and advocacy from Yahoo!, Bayer and E\*TRADE CxOs and other senior leaders (list follows). Since 2005, bi-coastal regattas have raised [>\\$530K](#) for TISC and National Maritime Heritage Foundation sailing programs. (Client list not inclusive)

- Bayer
- Columbia Capital
- [E\\*TRADE Financial](#)
- Enright/CBS 5 UPN Bay Area
- First Republic Bank
- Hanson, Bridgett, Marcus, Vlahos, Rudy
- IFC/World Bank
- National Maritime Heritage Foundation
- Old Mutual Financial
- Sail Magazine
- Warmington Homes
- Yahoo!

**Lautze & Lautze** – Financial services & wealth management firm. Orchestrated all aspects of business development initiatives, including [lost-bid analysis](#) and cross-practice sales campaigns. In under 6 wks uncovered >\$250K in add-on services and secured >\$350K in client engagements. (Client list not inclusive)

- Cali Financial Management Co.
- Calstone Holdings
- Extreme Networks
- [Italian Cemetery](#)
- Maritime Associates
- Rubicon
- San Mateo County Historical Association
- Siri Management Company
- Stanbridge Academy

**Lee Hecht Harrison** – Leadership Development consultancy. Created multiple [market research](#), demand generation, and inside [sales initiatives](#) for the firm's Leadership Consulting practice. Ghostwrote and placed [boards leadership](#) article in *Directors Monthly*, sponsored by the National Association of Corporate Directors. Secured coverage and article placement in *CLO* magazine. Worked with following accounts:

- Corn Products International, Inc.
- Duke Power
- Fidelity Investments
- HP
- Johnson & Johnson
- JPMorgan Chase
- Merrill Lynch

- Procter & Gamble
- Siemens Corporation
- VNU
- Wells Fargo

**Oracle** – Consumer Sector Worldwide. Spearheaded dozens of sales, marketing, and PR initiatives for launch of Oracle Consumer Packaged Goods and Oracle Retail industry applications. Led customer advocacy program for numerous CPG and Retail accounts. Focused [sales](#) and [market development](#) activities generated >\$58M in sales.

#### CPG

- Alpina Dairies - Columbia
- Carlton & United Breweries- Australia
- Dannon
- Darigold
- First Brands
- Foremost Farms
- Frito Lay International
- Frito-Lay Inc.
- Imation
- J.M. Smucker
- Kellogg's
- Land O' Lakes
- McKee Foods
- New Zealand Dairy Board
- Nike Japan
- Pepsi NA
- Ralston Purina
- Revlon
- Sara Lee Bakery
- Sherwin Williams
- Starbucks
- Starkist Foods

#### Retail

- Hallmark - USA
- Hills – USA
- Coles/Fossey - Australia
- Littlewoods - UK
- Mata Hari - Indonesia
- Metropolitan Stores - Canada
- Pamida - USA
- Pep Stores - S. America
- Selfridges - UK
- ShopKo - USA
- Sonea - Portugal
- Tandy - USA
- TNWC - Canada

**Spencer Stuart** – Market leading international retained executive search firm. Transformed sales, business development, alliance management, and PR programs for Technology, Communications & Media Practice. Innovated [sales](#), thought leadership, [account planning](#) activities for specialty practice groups: Communication Systems & Services, Internet, Software, Media, and Venture Capital. Secured and managed multiple industry and media strategic alliances. Demand generation and sales activities added >\$3M in revenue. Built communications plan and relationships with media outlets – e.g., *Software Magazine*, *MEDIAWEEK*, *The Wall Street Journal*, *Fortune*, *BusinessWeek*, *Business 2.0*, *San Francisco Business Times*, etc. Press mentions produced [>100% increase](#) in media hits and public relations [ROI of almost 300%](#). (Client list not inclusive)

- Adobe Systems, Inc.
- BellSouth
- Benchmark Capital
- Cisco Systems, Inc.
- comScore Networks
- Cypress Semiconductors
- DMW Worldwide
- Ericsson
- Hewlett-Packard
- Hummer Winblad Venture Partners
- Inktomi
- Intel
- Larscom
- Logilent
- MindSpring
- Modem Media
- Motorola
- Northwestern University
- Oracle
- Palm
- PeopleSoft
- Pinnacle Systems
- [Red Herring Communications](#)
- SAP
- Siebel
- Siemens
- [Storm Ventures](#)
- Symantec
- [TechNet, Inc.](#)
- [Telecommunications Industry Association](#)
- The Callahan Group
- The Home Depot
- Verizon
- Vignette
- [Yahoo!](#)

**[TRI Corporation](#)** – Experiential leadership and business simulation programs. Created new corporate identity, brand messaging and tagline for leadership/simulation programming organization. Web portal sales campaigns increased sales >20%. Designed web site architecture and led web site search engine optimization (SEO): key words, meta tags, alt tags, ad words, etc. Developed positioning strategy and materials for client accounts and prospects. (Client list not inclusive)

- Agilent
- Cisco
- Flextronics
- General Mills