

Cliff Consulting, Inc. Adds Two Influential Former Executives to Its Team-- Banker Mary P. Carryer and Healthcare IT Leader Robert Goldstein

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Oakland, Calif. – August 1, 2008 – Former banking executive Mary P. Carryer and former healthcare IT executive Robert Goldstein have joined Cliff Consulting, Inc.

(<http://www.cliffconsulting.net>)

Cliff Consulting (CCI) provides highly experienced project leadership to corporations and non-profits throughout the San Francisco Bay Area. A 30-year veteran of the financial services industry, Carryer will bring her executive leadership experience in financial institutions and board experience in the non-profit sector to CCI clients in the Bay Area and the Southwest, where she resides. Goldstein brings over 25 years of experience leading large projects primarily in healthcare IT, and will join CCI's team to plan and lead projects for the firm's Bay Area clients.

“We are thrilled that Mary and Robert have joined Cliff Consulting. They have stellar reputations for effective leadership and management skills in their respective industries,” said Robin Nasatir, President of CCI. “Their expertise will be a boon for our financial services, healthcare, and non-profit clients.”

Carryer, who most recently served as Executive Vice President of Private Client Services for Wells Fargo and Company in San Francisco, has extensive international financial services experience, having managed the successful turnaround of Westpac Banking Corp. in Sydney, Australia, and supervised Wells Fargo's Asian bank network sites in Hong Kong, Tokyo, Singapore, and Seoul, earlier in her career.



Mary Carryer



Robert Goldstein

Additionally, Mary is deeply involved in the not-for-profit sector, where she has served on several non-profit boards and led strategic planning processes for the National Multiple Sclerosis Society's Northern California Chapter, the Hawaii Nature Center, and the Girl Scouts of Hawaii.

"I like the partnering orientation of Cliff Consulting and found them to be an invaluable resource when I was an executive at Wells Fargo. The fact that so many of their clients use them for subsequent engagements attests to the value they consistently provide," said Carryer.

Prior to joining Cliff Consulting, Goldstein was Vice President and Business Information Officer in Kaiser Permanente's Information Technology division. While at Kaiser Permanente, he managed the world's largest private sector healthcare implementation of a \$5 billion electronic medical records program that served 20,000 users and 8 million patients. Over the course of his career, Goldstein served as Director of Patient Management Systems at UCSF Medical Center, and also led systems selection and custom development projects as a consultant to institutions including UCLA Medical Center, Wake Forest University Medical Center in North Carolina, and Fischer-Titus Medical Center in Ohio.

"I look forward to helping clients with the project leadership approaches and tools I've accumulated through a variety of working relationships and situations over the years," said Goldstein. "It's an honor and a pleasure to join Cliff Consulting, a firm I regard as an ethical leader in the field."

Cliff Consulting is a highly-valued team of experienced project leaders who help organizations improve their operations and implement new technology. The firm is unique in the consulting industry with its business plan to stay small in order to maintain deep relationships with existing clients. Its client list includes leading local companies such as Wells Fargo, Blue Shield, and Kaiser Permanente, as well as non-profit leaders like the David & Lucille Packard Foundation, WestEd, and the Rockefeller Foundation. Founded in 1972, Cliff Consulting provides project leadership for business process improvement and information systems implementation to a wide variety of industries. Stated simply, Cliff Consulting helps organizations make projects succeed.

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