

## Cliff Consulting, Inc., Celebrates 35 Years of Partnering

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**OAKLAND, Calif., Oct. 4 /PRNewswire/ -- Management consultants are notorious for their constant travel schedules, burning 70- and 80-hour weeks in search of the next big client to move them up the partnership ladder.**

Bob Cliff and his team of seasoned professionals at Cliff Consulting, Inc. (<http://www.cliffconsulting.net>) take the opposite approach to the hard-driving industry.

They measure their success by the long-term client relationships they have built with local leading companies, such as Wells Fargo Bank and Kaiser Permanente, over the last 35 years.

"We hit the sweet spot between the Big 4 consulting firms and the independent consultants," said Cliff, president of the Oakland-based firm with 12 staffers and projected 2007 revenues of \$3 million. "We don't have travel budgets, titles, or junior staffers here. Our experienced consultants get to concentrate on the work they love: hands-on problem solving, side by side with their clients."

Cliff Consulting's 35-year track record includes some impressive statistics:

- The firm hires only highly experienced people. Three quarters of the staff has over 20 years in the industry (all have 10 or more), with 85 percent possessing an MBA or an advanced degree in engineering, math, or science.
- Cliff Consulting's retention rate is unheard of in consulting. The average tenure in 2006 was 13 years with the firm, and a few consultants have worked there for 25 years.
- The firm has thrived without spending a cent on advertising or sales.

In contrast to Big 4 consulting firms that assign one senior manager and a raft of junior consultants for each client project, Cliff Consulting stands apart by matching a single skilled professional with a client's senior management team. Together, they leverage the strengths and skills of their clients' internal teams to lead complex projects improving business operations and implementing technology.

"Cliff Consulting works very closely with their clients to determine the best approach for their particular needs," said Robert Goldstein, who is Vice President of the KP HealthConnect National IT

Program for Kaiser Permanente. "I know they handpick their team carefully, so we can work with higher-level consultants who hit the ground running and give us their undivided attention."

"It's great to be able to leverage my knowledge and experience for my clients," says John O'Connell, a 30-year financial services veteran who left BearingPoint to join Cliff Consulting. "My colleagues and I thrive on helping client executives resolve problems without the politics or sales targets we'd find with other firms."

All of the firm's billings come from repeat or referral clients who include the Bay Area's largest employers. Many have contracted with the firm for decades, including Wells Fargo Bank, 30 years; Bank of America, 20 years; and Kaiser Permanente, 10 years.

#### About Cliff Consulting

Bob Cliff has always been a maverick. When he earned his engineering doctorate from UC Berkeley, industrial engineers were expected to spend their careers in the manufacturing sector. Instead, Cliff launched a unique practice in 1972 that introduced financial services firms to the value of project management and process streamlining. Since then, Cliff Consulting has evolved to become a highly valued team of project leaders who help clients with business process improvement, information systems implementation, and organizational change.

Today, Cliff Consulting is co-managed by Bob Cliff and Robin Nasatir, a twenty-year veteran of the firm. Its diversified client base includes banking, insurance, consumer products, health care, biotech, high-tech, and philanthropic organizations.

**SOURCE** Cliff Consulting, Inc.  
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