

Cliff Consulting, Inc. Adds Former Banking IT Executive Ashok Moorthy to Its Team

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Oakland, Calif. – April 22, 2009 – Marin resident and former Wells Fargo Executive Vice President Ashok Moorthy has joined Cliff Consulting, Inc., (<http://www.cliffconsulting.net>), a local firm that provides highly experienced project leadership to corporations and non-profits throughout the San Francisco Bay Area. A 26-year veteran of the financial services industry, Moorthy is now available to bring his skills in pragmatic problem solving directly to senior managers at Cliff's broad range of Bay Area clients.



“Ashok is a tremendous addition to our team of seasoned consultants,” said Robin Nasatir, CEO and President of Cliff Consulting. “He brings a wonderful blend of strategic perspective and detailed analysis, and nicely fits with our culture as a strong collaborator and a team player.”

Moorthy, who most recently served as Executive Vice President and Group Technology Manager for Wells Fargo and Company in San Francisco, has extensive financial services experience. He joined the bank as an analyst and, over the years, gained expertise in Technology, Operations, Brokerage Services, Finance, and Controls. While at Wells Fargo, Moorthy administered \$100 million annual budgets and managed more than 1,000 staff. His experience includes managing several substantial consolidation projects during two very large mergers with First Interstate Bank and Norwest Bank, resulting in cost savings of 30-40 percent of the combined organization.

Moorthy earned an MBA in Marketing/Finance from the University of California, Berkeley, and a Bachelor of Science degree in Electrical Engineering from the University of Bombay in his native India.

“Working at Cliff Consulting provides me with the opportunity to support different people in a variety of sectors,” said Moorthy. “I’m really enjoying the opportunity to help them accomplish their objectives, leverage their business opportunities, and improve their operations.”

Founded in 1972, Cliff Consulting (CCI) is a highly-valued team of experienced project leaders who help organizations improve their operations and implement new technology. Stated simply, CCI helps organizations make



critical projects work. *Consulting Magazine* recently named CCI one of its honored *Seven Small Jewels*, commending the firm's business plan to stay small in order to maintain deep relationships with existing clients, a unique quality in the consulting industry. CCI's client list includes leading local companies such as Wells Fargo, Blue Shield of California, and Kaiser Permanente, as well as non-profit leaders like the David & Lucille Packard Foundation, WestEd, and the Rockefeller Foundation.

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