

For Immediate Release

## Cliff Consulting, Inc. Transitions to Woman-Owned and Managed Firm with Robin Nasatir's Promotion to President/Chief Operating Officer

Oakland, Calif. – February 14, 2008 – Oakland resident Robin Nasatir has been promoted to President/Chief Operating Officer of Cliff Consulting, Inc. (<http://www.cliffconsulting.net>), a highly valued team of project leaders who help organizations improve their operations and implement new technology. This appointment coincides with the firm's celebration of 35 years in business and will transition Cliff Consulting into being a woman-owned and operated enterprise.

“Robin and I have worked side by side managing the firm for the past four years,” said Bob Cliff, former president and current chief executive officer of the firm who will stay actively involved in its corporate strategy. “She is thoroughly prepared for this transition and our consultants and clients will benefit from her strategic focus and commitment to fulfilling clients’ needs while sustaining work-life balance for our associates.”

Nasatir joined Oakland-based Cliff Consulting, Inc. in 1987 and has co-managed the firm as Vice President since 2004. With Bay Area Fortune 500 companies such as Wells Fargo, Blue Shield, and Kaiser Permanente on the firm's client list, she expects to grow the 15-person, \$3 million revenue firm by 2-3 new consultants and 1 or 2 new clients in 2008. Cliff Consulting is unique in the consulting industry in that its objective is to stay regional and focused on Bay Area clients in order to maintain deep client relationships. Nasatir is also leading the firm's efforts to serve non-profit organizations in addition to its corporate clients, with organizations including the David & Lucille Packard Foundation, WestEd, and the Rockefeller Foundation joining the ranks of satisfied customers.

“My goal is to maintain the values, culture and stellar reputation that Bob has built for this company over the last 35 years,” said Nasatir. “I look forward to supporting our team of consultants as they focus on their clients’ needs while maintaining a balance in their own lives. That is a rare opportunity in the world of consulting, and I’m committed to sustaining it.”

Cliff's consultants set their own work schedules and work full- or part-time out of their home offices. Given this healthy balance between work and personal life, the firm's retention rate is remarkable. One-third of Cliff's consultants have worked at the firm for more than 20 years and the average tenure is 11 years.



CLIFF CONSULTING, INC.

Practicing what she preaches, Nasatir's own work-life balance includes performing with several local dance troupes and volunteering as a dance instructor at local schools. She also enjoys spending time with her two teenage sons and roaming the Oakland hills on her bicycle.

Cliff Consulting, Inc. provides project leadership, business process improvement, and information systems implementation to a wide variety of industries. Its diversified client base includes banking, insurance, consumer products, health care, biotech, high-tech, and philanthropic organizations.

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