

For Immediate Release

Contacts: Robin Nasatir & Bob Cliff, 510-530-7751, [info@cliffconsulting.net](mailto:info@cliffconsulting.net)

---

## Cliff Consulting, Inc. Chosen for Exclusive National List of “Seven Small Jewels” by Consulting Magazine

---

As seen in:

PRNewswire  
Breitbart.com (Int'l News)  
East Bay Business Times  
Financials.com  
Forbes.com  
Los Angeles Times

MarketWatch  
RBC Dain Rauscher, Inc.  
San Francisco Business Times  
San Francisco Examiner (Examiner.com)  
Silicon Valley/San Jose Business Journal  
Yahoo! Finance

---

Oakland, Calif. – April 4, 2008 – Cliff Consulting, Inc. (<http://www.cliffconsulting.net>) is pleased to announce that it was chosen for the exclusive list of “Seven Small Jewels” in *Consulting Magazine’s* March/April 2008 issue. With this distinctive honor, the magazine recognized Cliff Consulting as the only California firm on the list of “hidden gems” in the consulting profession nationwide. Heralded for 35 years in business, the Bay Area firm has thrived due to its commitment to developing long-term client relationships and maintaining a remarkable employee retention rate.

“We are thrilled to know that our dedication to partnering with our clients while providing a healthy work/life balance for our consultants has been documented by the industry’s leading publication,” said Robin Nasatir, president of Cliff Consulting. “Our small firm size allows us to truly focus on our clients’ needs. By making travel a choice and eliminating sales quotas for our consultants, we know our staff arrives fresh on the job every day, ready to focus on their client’s needs and get results.”

Cliff Consulting is a highly-valued team of 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.

Given Cliff’s 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. “This translates to providing project leaders who offer an incredible amount of proven experience for our clients,” says Nasatir.

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 work.

# # #