



BLOCK CONSULTING



Patricia Block
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Block Consulting
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Patricia Block, Founder and Principal, Block Consulting, offers deep and proven marketing and sales enablement talents in software, technology, professional services, eLearning, leadership, consumer packaged goods, retail, and green/sustainable building.

Patty's 15+ years of experience leading successful branding, web marketing, sales, writing/content management, PR communications, and digital media programs help Fortune 1000, small and medium sized businesses, and startup/emerging companies grow shareholder value – i.e., >\$475 million in sales and complimentary PR for EBSuite, Ernst & Young, Foster City Preschool & Daycare Center, Lee Hecht Harrison, Meridian Builders & Developers Inc, Novatix Corp., Oracle Corp., Right Management, and Spencer Stuart (not inclusive).

Before forming Block Consulting, Patty served as Marketing Director, Consumer Sector Worldwide, for Oracle Corp. She led global go-to-market planning for Oracle Consumer Packaged Goods (CPG) and Oracle Retail. Prior to Oracle, Patty directed marketing, strategic communications, and new business development programs for Ernst & Young's Global Management Consulting Practice. Patty was brought on board as first regional marketing executive, where she helped jumpstart development of new sales and account management infrastructure for the U.S. Southwest Region. Patty spearheaded dozens of sales pursuits, proposals, and business development initiatives, and served as marketing leader for the region's Financial Services, Telecommunications, and Consumer Products revenue teams.

Serving in leadership, advisory and mentoring roles, Patty is responsible for various marketing and fundraising campaigns, and related special programs, for numerous non-profits. Activities include the inaugural BIG Team Regatta San Francisco Corporate Sailing Challenge, Treasure Island Sailing Center disadvantaged and adaptive youth sailing programs, Bay Area Sports Operating Committee (BASOC), Salinas Valley Memorial Hospital TBI support group, and the Bay area's Homeless Cat Network.

Patty began her career in management consulting, specializing in manufacturing and information technology at Arthur Andersen and Coopers & Lybrand. A graduate of the University of Pittsburgh, *summa cum laude*, with a B.S. in Industrial Engineering, she completed MBA studies at Northeastern University, with a focus on Organizational Development.



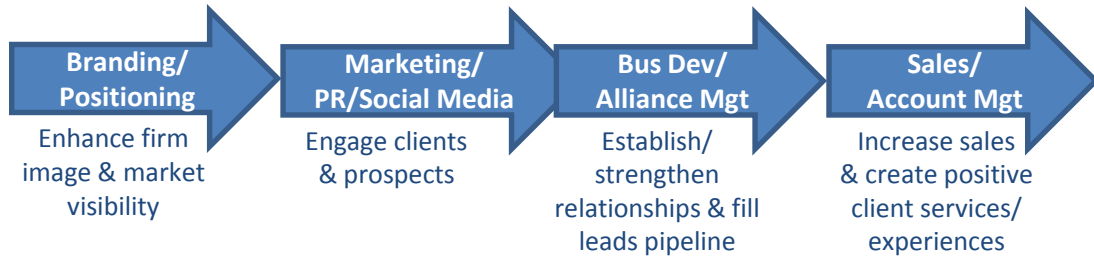
Clients/Companies
(partial list)

- Brandon Hall Research
- Design AVEnues
- EBSuite
- Ernst & Young
- Foster City Preschool & Daycare Center
- Jeff King & Co.
- Lautze & Lautze
- Lee Hecht Harrison
- Meridian Builders
- Novatix Corp. (acquired by Symantec)
- Oracle Corp.
- Right Management
- Roberts Golden Consulting
- Sand Hill IT Security
- Spencer Stuart
- *Sunset Magazine*

Block Consulting helps organizations grow. Patricia Block plans and implements game-changing strategies and programs – branding, business development, sales, marketing, PR, advertising and social media – that accomplish your desired sales and service objectives. Her activities engage clients and prospects, build a drip pipeline of leads, and achieve business development ROI. Most important, Patty delivers exceptional services and experiences for you *and* your clients.

Patty, founder and principal director of Block Consulting LLC, is an expert marketing, PR and business development executive. Her services created or directly added **>\$475 million in sales and secured complimentary PR** for Brandon Hall Research, Ernst & Young, Lee Hecht Harrison, Oracle Corp., Spencer Stuart, Meridian Builders & Developers, Right Management, and *Sunset Magazine* (not inclusive).

Approach



“Patty was a great asset to our team. One of those rare, detail-oriented individuals who never lets anything slip through the cracks, she was a valuable contributor to the growth of Brandon Hall Research. Patty was highly effective in business development and well liked by everyone on our team.”

– Richard Nantel, VP, Enterprise Learning Solutions, Blatant Media, and former CEO, Brandon Hall Research

Services Overview

Brand Management	Demand Generation	Market Positioning	Public Relations/ Social Media	Business Development	Sales & Account Management
<ul style="list-style-type: none"> • Business trends • Competitive analysis • Market research • Corporate comm. • Value propositions • Messaging platforms • Strategic planning • Website architecture 	<ul style="list-style-type: none"> • Thought leadership campaigns • Case studies • Lead generation • Database marketing • Email campaigns • Project management • Article placement 	<ul style="list-style-type: none"> • Web marketing campaigns • Industry and media alliances • Intellectual capital • Research studies • Testimonials • White papers • Infographic development • SEO/SEM • Google Adwords/ Analytics 	<ul style="list-style-type: none"> • Twitter, Facebook, LinkedIn • Social media analysis & optimization • Digital media assets • Internal comm. • PR comm. plans • News coverage • Press quotes • Press/Media/ Analyst relations • Media training 	<ul style="list-style-type: none"> • Alliances & partnerships • B2B / B2C bus dev strategies & programs • Client acquisition initiatives • Global marketing platforms • Joint ventures • Market surveys • Strategic introductions • Special Events Prospecting 	<ul style="list-style-type: none"> • Add-on sales • Cross promotion and up-selling • Door opening and deal closing • Marketing & sales alignment • Opportunity assessment • Proposals • Targeted pursuits • Sales growth



Examples of Patty's business development and sales initiatives



“Will You Be Ready?”
Communications Industry survey & study. Secured alliance w/ [Telecom Ind. Assn.](#)



“View from the Bay - Sunset Idea House”
Ch.7 KGO, San Francisco



“Working With the Wind”
Former Mayor Gavin Newsom’s Idea House Tour, C|NET TV

Patty Block creates, plans, and implements web, marketing and sales initiatives for technology, professional, and business service organizations. Her **fresh thinking on market positioning, powerful business development, and value creation talents** engage clients/prospects’ interest *and* add sales.

Patty crystallizes powerful strategies to monetize clients’ marketing and sales activities. Her high energy, hands-on approach ensures valuable outcomes. By asking the right questions, she effectively answers the first question in every buyer’s mind: “What’s in it for me?” Thinking outside the box, Patty uncovers and creates new and add-on opportunities. Using a gracious, yet tenacious, approach to business development and prospecting, Patty’s creative go-to-market insights and programs:

- Deliver high impact, revenue generating results across the entire branding, marketing, PR, business development and sales spectrum,
- Help clients expand their market footprint, and
- Achieve profitable growth.

Client Case Study

Sunset San Francisco Idea House – One of the World’s 12 Greenest Homes

Situation: Meridian Builder & Developers, a San Francisco-based construction company, engaged Block Consulting to launch a direct mail campaign. Meridian wanted to fill the leads pipeline and engage new clients.

Activities: Patty assessed Meridian's skills and greatest assets – their visionary design and build talents. She proposed a bolder strategy to strengthen the company's brand and increase sales – and created the opportunity for Meridian to serve as builder for *Sunset’s* magazine relaunching Idea House. While competing with dozens of multi-billion dollar builders, Patty’s expert positioning and business development activities worked to achieve a long-term strategic alliance with this iconic publication.

Results: Patty’s brand building and sales growth strategies secured a \$2 million joint venture with *Sunset*. The magazine selected Meridian to build their first urban [San Francisco Idea House](#). Mayor Gavin Newsom’s Idea House tour and view of the home’s 75-foot wind turbine inspired him to launch an Urban Wind Task Force. The Mayor announced Task Force results at a 2009 [press conference](#).

Portfolio/Videos highlight Patty’s how to’s for making connections, growing relationships, and creating revenue generating results

<https://www.blockconsulting.net/portfolio.htm>

Patricia Block, Founder & Principal, Block Consulting

Patty has over 15 years experience serving as a strategic marketing partner and business development advisor. She develops value creation strategies for F1000, small to midsize, and startup technology, software, professional services, B2B/B2C organizations. Patty’s global client acquisition programs, web marketing, and social media/PR activities consistently deliver positive, measurable results.

**“Own Your Market:
Brand Building & CLOSEDLoop Marketing”**

