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Inward Strategic Consulting Appoints Lee Richter Principal Of It's San Francisco Office

San Francisco, Calif.—October 29, 2004—Inward Strategic Consulting, an international Internal/External Branding, Change Management Communications and Team Alignment consulting firm, today announced that Lee Richter has joined the firm as a Principle of its San Francisco Bay Area Office.

With more than 20 years of experience in the business and public relations communities, Lee offers a unique blend of strategic and tactical business skills coupled with a strong background in journalism and public relations.

"We are excited to add another seasoned integrated business solution professional who understands the value internal buy-in. Lee recognizes that employees need to be educated, motivated, stimulated and enrolled in order for change to happen" said Allan Steinmetz, CEO and founder of Inward Strategic Consulting. Lee will be actively involved in business development and client relationship management work with Inward's clients on the west coast and nationally.

Prior to Inward, Lee has worked as a public relations specialist who has managed and contributed to local and national educational and publicity campaigns for companies such as Merrill Lynch, Dean Witter Reynolds, Bank of America, Autodesk, Del Webb Corporation and Edmunds.com. As a licensed financial consultant from 1986 to 1998, Lee helped clients set and reach financial goals through tangible and intangible investments with responsibilities including organizing and lecturing at educational seminars focused on retirement and financial planning.

Upon announcing this new role, Lee said, “Inward Strategic Consulting is the pioneer and leader in Change Management Communications and Inward Marketing™. They identified and codified these issues before they were hot topics. They have demonstrated how improving customer facing behavior through effective strategic internal change communications improves quality service, satisfaction, loyalty and greater profits. I’m very happy and thrilled to be part of this team.”

Richter will be actively serving client needs in the San Francisco Bay Area. She can be reached at her office at 510-594-0828 and via e-mail at lrichter@inwardconsulting.com.

ABOUT INWARD STRATEGIC CONSULTING

Inward Strategic Consulting has offices in Boston, Chicago, San Francisco and Minneapolis. The company specializes in strategy development, change management, marketing and internal communications. Inward also offers a full suite of qualitative and quantitative market research including: benchmarking, employer branding and best practices research. The firm conducts both public and private workshops and training. To learn more about the firm please go to www.inwardconsulting.com.

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