

Patricia McCracken, Partner

For over 20 years, Pat McCracken has worked in the field of strategic communication and organizational change. During her corporate career at IBM, she held unique, high profile executive positions, including Director of Employee Communications and Director of Olympic Communications, during times of cultural transformation and strategic marketing change. She received many awards for leadership efforts, especially the ability to lead high performance international teams and deliver outstanding results.

In 1995, Pat left the corporate arena to co-found Barcus McCracken International, an independent consulting firm focused on change management. Shortly thereafter, she became a partner and co-founder of NewLeaf Consulting International, an organization dedicated to guiding sales and marketing organizations from product-based to consultative, relationship- and solutions-based selling.

Pat holds an MS from Boston University and a BA from St. Mary's College in South Bend, Indiana, where she spent a semester of study in Vienna, Austria. She is a contributing author in *The Handbook of Management Consulting Services* published by McGraw Hill in 1996.