

# P. RICHARD BERLIN, JD, MBA

5483 Oxford Chase Way • Atlanta, Georgia 30338  
(678) 488-4573 • richard\_berlin@outlook.com

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## EXECUTIVE CONSULTANT

Dynamic professional career as a Consultant to major US corporations, Government, and Non-Profits to optimize performance and drive revenue growth. Expert in leadership development, organizational development, client management, organizational change, and high-level project management. Proven consensus builder, accustomed to overcoming challenges, able to drive cooperative relationships with clients, staff, peers, and business partners for enhanced operations and improved top/bottom line. Keen negotiating, problem solving, team building, and entrepreneurial skills. Broad business management experience in:

- Strategic Planning & Leadership
- Organization Development
- Change Management & Culture Change
- P & L Accountability, Operations & Team Building
- Performance Management
- Sales, Marketing & Promotion

## SELECTED ACCOMPLISHMENTS

- Managed turnaround of 4<sup>th</sup> largest unit of Washington Post subsidiary by increasing margin 15%.
  - Started and sold eCommerce technology business unit to NASDAQ listed company.
  - Led Change Management engagement for an \$80M ERP implementation at State of Ohio.
  - Designed a new \$625M business strategy for Best Buy for mid-market in software services.
  - Earned 94% approval ratings on various client projects such as strategic planning, organizational change, and leadership.
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## PROFESSIONAL EXPERIENCE

**AVANADE (division of Accenture), Atlanta, GA**

2012 – Present

### North America Market Lead for Change Enablement

Market, sell, deliver and manage organizational development and leadership development programs to Fortune 1000. Deliver additional services such as change management, journey management, coaching and learning readiness.

- Led and delivered change management programs to Kaiser Permanente, Mercedes Benz, Novartis, TJX, Momentive and Delphi.
- Increased chargeable hours by 60% in FY14 over FY13 (FY13 – 20,171 hours; FY14 – 32,247 hours)
- Developed New Hire Onboarding program to accelerate readiness that increased new hire readiness by 37%.
- Developed and initiated new Marketing and Sales Strategic Plan to grow Change Enablement practice internally and externally to \$6M, utilizing social media, communications, events, direct/indirect sales channels and alliance program.
- Selected as Lead Liaison to Collaboration Service Line to promote Change Enablement and to partner on sales opportunities.

**BOARD INSIGHTS, Atlanta, GA**

2009 – 2012

### Senior Principal

Managed B2B organizational change and strategic consulting firm selling to organizations nationwide. Delivered programs and services in such topics as revenue growth, change management, organizational design, and balanced scorecards.

- Developed strategic and operational plan for new elearning/blended learning solution impacting over 3000 end users,
- Revitalized social networking program, completed re-branding, increased lead generation (through introduction of online webinars, trade show campaign, viral email marketing campaigns), and redeveloped website 74% under budget.
- Sold client engagements to such organizations as Fayette County Chamber of Commerce, Ann Arbor Chamber of Commerce, and Rollins Center for Language & Literacy and negotiated software partnership with Delta Systems.

**ACCENTURE, Atlanta, GA**

2006 – 2009

### Senior Manager

Managed delivery of client engagements and developed new business opportunities with clients such as Nissan, Best Buy, State of Ohio, and Emory University in areas of strategy, change management, and organizational effectiveness to create high performance organizations. Responsibilities included gaining new clients, managing engagement teams, and developing project budgets.

- Designed new \$625M business strategy for Best Buy targeting middle market for software services.
- Served as Change Management Lead for an \$80M ERP implementation for the State of Ohio. Conducted stakeholder analysis, developed strategy execution roadmap, managed team of twenty-five, and worked with business partners.
- Sold \$300K leadership development engagement to Emory University and delivered program in less than four months.
- Launched internal talent management program integrating experienced hires with 95% satisfaction rate among participants.

**OTHER PROFESSIONAL EXPERIENCE****HANDS ON NETWORK**, Atlanta, GA

2004 – 2005

**Chief Operating Officer**

Managed operations for this international non-profit organization. Held P&L accountability; administered a \$7M annual budget, with staff of 35. Responsibilities included developing annual strategic plan, fostering strategic partnerships, and supporting ongoing programmatic and operational initiatives. Earned *TechBridge Innovation Finalist Award* for innovative design and implementation of internal national software program. Saved over \$700,000 in three months through active intervention in technology re-deployment.

**TECHNOLOGY ASSOCIATION OF GEORGIA (TAG)**, Atlanta, GA

2003 – 2004

**Director of External Programs & Alliances**

Served as an internal consultant managing liaison relationships with organizations like SCORE, Boys and Girls Club, and others for this business association. Responsibilities included creating partner financial models, identifying sales opportunities, and developing strategic alliances. Developed programs including School Speakers' Series and Web Challenge (increased participation by 15% and reduced costs 40% from prior year). Led strategic review of board, revising and clarifying new roles and responsibilities.

**TOPUS SALES COMMUNICATION, INC.**, Atlanta, GA

2001 – 2003

**Vice President of Client Development**

Managed client sales and services delivery to Fortune 1000 clients for this sales performance consulting firm. Duties included identifying external alliance/sales opportunities and developing performance improvement programs. Developed performance campaign with 84% favorable response rate. Increased sales of 35% in four months by launch of new consulting services.

**VERSO TECHNOLOGIES, INC.**, Atlanta, GA

2000 – 2001

**Vice President of eProcurement / General Manager of ASP Group**

Launched eCommerce Application Service Provider (ASP) business unit in B2B technology services consulting firm targeting SMB market. Managed a \$2M budget, led eight-person cross-functional team, oversaw delivery of application hosting, enterprise management services, and customer resource center services to clients. Increased sales by 65% in four months.

**ADVANTAGE DEVELOPMENT GROUP, INC.**, Atlanta, GA

1994 – 2000

**President**

Created B2B management consulting firm selling to Fortune 100, including AT&T, Dell, and The Coca-Cola Company. Developed expertise in leadership, organizational development, and strategic planning. Utilized various organizational tools including competency modeling, 360 degree feedback, leadership, and cultural assessments.

**KAPLAN EDUCATIONAL CENTER**, Atlanta, GA

1990 – 1994

**Executive Director/General Manager**

Turned around this 4th largest unit of the Washington Post subsidiary B2C business that sold and delivered educational programs. Held full P&L accountability (\$5M annual budget) and managed 35-person staff. Built marketing/sales department, established telemarketing call center, and developed high-impact joint programs with channel partners.

**SIEGEL AND ASSOCIATES, P.C.**, Atlanta, GA

1986 – 1990

**Attorney at Law**

Litigated commercial business disputes in state and federal courts in Georgia for this Georgia based law firm. Provided cost-effective and efficient legal services to clients in commercial business litigation, employment law, real estate law, and bankruptcy law.

**EDUCATION**

Masters of Business Administration, Goizueta Business School at Emory University, Atlanta, GA, 1992

Juris Doctor, University of Georgia School of Law, Athens, GA (Georgia State Bar Member), 1986

Bachelor of Arts, University of Georgia, Athens, GA, Degree in Political Science, 1983

**MISCELLANEOUS**

*Board of Trustees:* Congregation B'nai Torah, 2015 - Present

*Adjunct Professor/Executive Coach:* Goizueta Business School at Emory University, 1994 – Present

*Advisory Board Member:* Marcus Jewish Community Center, 2011 – 2014

*Chair:* Technology Association of Georgia's Web Challenge, 2002 – 2004

*Authored:* "The Legal View" a quarterly newsletter, 1999 – 2001