

## **FOR IMMEDIATE RELEASE**

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WIC Leaders Network - News Release

### **Exponential Edge Inc. President named to “Leaders Network” as a top professional services provider in the SF Bay Area.**

[May 23, 2006, Palo Alto, CA.] Adrian Ott, President and Founder of Exponential Edge, was named to the Women in Consulting (WIC) “Leaders Network” of top San Francisco Bay Area professional service firms. Woman in Consulting (WIC), a San Francisco Bay Area organization of seasoned professional consultants, announced the formation of its new “Leaders Network” in May 2006. Nominations to the network were made by peers based on success in the industry, ability to interact with senior executives, and respect within the community.

Exponential Edge Inc. was one of eight women-owned professional service firms named to the “Leaders Network”. The Network is designed to foster collaboration and knowledge sharing among seasoned consultants.

Exponential Edge’s President brings over 20 years of management and strategic marketing experience to the Leaders Network. “WIC has been a valued resource for me and my growing firm”, said Ms. Ott, “I’m delighted to collaborate and share my expertise with other leading consultants and to contribute to the growth and strength of WIC.”

The Leaders Network provides a quarterly roundtable to discuss current business issues and a forum for further development and growth of the successful consulting practices of WIC members. Ms. Ott draws upon her innovative consulting experience with Exponential Edge to bring insight to leading-edge marketing and alliance strategies for fast-changing and complex business challenges.

#### **About Exponential Edge, Inc.**

Exponential Edge, Inc. specializes in igniting revenue growth through innovative marketing strategy and next-generation partner and customer relationships for Fortune 500 and medium clients. It is based in Palo Alto, California. . For further information: [www.exponentialedge.com](http://www.exponentialedge.com)

**About WIC**

Women in Consulting is a dynamic organization of more than 250 seasoned professional consultants in over 30 specialties. Their dual mission is to give companies access to a premier resource of top-tier consultants and to provide a forum for consultants to share information and effectively manage and grow their consulting practices. Admission to the WIC membership at the exclusive Leaders Network level takes into consideration a number of criteria, such as years of experience, revenue, areas of expertise, number of employees, as well as consulting work that takes place primarily with director, VP or C-level clients. For more information, visit [www.womeninconsulting.org](http://www.womeninconsulting.org).