



Architects of Advancement
*The Consultants and Coaches Who Drive Measurable Change for
Women at Public Accounting Firms*

These coaches and consultants are the behind-the-scenes 'brain trust' delivering proven results for many of the accounting firms that participate in the [MOVE Project](#). These coaches and consultants either specialize in accelerating growth of women or have substantive experience in working with women at accounting firms.

Melissa McClenaghan Martin
M3 Strategic Alliances
212.737.5025 melissa@m3strategicaliances.com
www.m3strategicaliances.com

For: Designing a women's initiative that focuses on business results and that accelerates the advancement of women to partner. Melissa is the architect of the Rothstein Kass "Rainmakers Roundtable," which has increased the firm's proportion of women partners by 15% in three years, as well as adding millions in top-line growth. She is also the architect of the RK annual study of women in alternative investments, which has elevated RK's reputation with its core market.

Anne Perschel
Germane Consulting 508.799.9595
aperschel@germaneconsulting.com
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For: Training program that equips men to effectively mentor women. This approach, developed by Anne, a psychologist, neutralizes several dynamics that often derail mentoring programs at firms where there are many more male leaders than women leaders.

B+B Marketing and Communications, Wendy Traschen, principal,
wtraschen@bolgerandbattle.com, 989.835.8171
www.bolgerandbattle.com

For: Implementing Diversity & Inclusion communications that drive positive personal, professional and organizational change. B+B is a full-service marketing and communications firm that crafts inspiring creative work anchored by strong strategy for clients that include Fortune 50 companies, regional accounting and professional firms and non-profits. Our experience includes employee communication campaigns – local, regional, national and global; communication strategies; recruiting campaigns; Diversity & Inclusion workplace award applications; strategic change management communications for human resources; leadership development communications; employee recognition programs; and executive speechwriting and webinars.

bbr marketing, Bonnie Buol Ruszczyk, president
bonnie@bbrmarketing.com, 404.423.4433

For: Marketing and website strategy and development, especially for social media strategy and training that is both engaging and legally compliant. Bonnie Buol Ruszczyk and her experienced staff understand how to help accountants, attorneys, engineers and other consultants reach their audiences and grow their firms through strategic marketing, website development, social media training and other content strategy.

Ghost CEO, Debbie Whitlock, Seattle Practice area
www.ghostceo.com
206-579.0249 debbie@ghostceo.com

For: Coaching and challenging women candidates for partner, and women partners, in business development skills

Ghost CEO brings a proven track record of business success, the ability to educate a diverse clientele on how to do sustainable business development, be part cheerleader and part task master. Debbie Whitlock serves an international client base; bringing 18 years of business savvy with a strong emphasis in the financial services industry.

And finally, last but certainly not least:

Wilson-Taylor Associates, Inc.
Joanne Cleaver
231.299.1275 jycleaver@wilson-taylorassoc.com
www.wilson-taylorassoc.com

For: Media training, message development and communication training for subject matter experts, partners, and communication staff

Finding the right words for on-the-record interviews isn't hard when you use the Wilson-Taylor method for quickly framing and delivering key messages. Our workshops help subject matter experts, partners and practice leaders quickly and confidently know what to say and how to say it, when conducting on-the-record interviews. Our communication and media training programs and coaching have equipped women at Rothstein Kass and other firms to make the most of media opportunities in publications such as FINS (the Dow Jones financial news channel), USNews.com and The Glass Hammer.

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