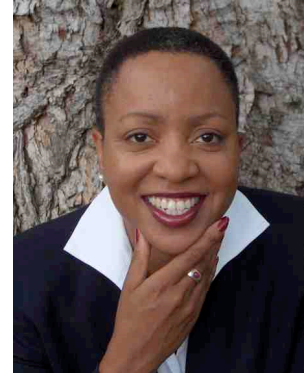


Ariel Blair focuses on helping leaders develop strong business strategy and the organizational capabilities needed to implement that strategy. Ariel's current practice and emphasis areas include:

- Creating powerful culture and values
- Communicating major change
- Enabling individual excellence through deeper personal understanding
- Managing and reducing resistance to change
- Bringing new ideas to static situations



Ariel built a strong foundation for her consulting through more than 25 years working in the business world. She has developed an approach which aligns business strategy and organizational development. Her experience includes management and consulting roles in business strategy, organizational development and marketing. She has worked in and with a wide range of government agencies, businesses, and non-profits. Her clients include: banking, academic medical centers, consumer electronics, paper manufacturing, technology development, and several departments and agencies in the federal government.

During eight years at Hewlett Packard Corporation, Ariel designed and lead the strategy and planning processes in the LaserJet Supplies business as well as a future technology development group. While working for HP, Ariel realized a dream of living and working in Europe. She was selected for an international assignment as Strategy and Planning Manager in the Europe, Middle East and Africa region of Hewlett Packard's Imaging and Printing Group. In this role, Ariel lived in Barcelona, Spain and supplemented her project implementation experience with a cross-cultural perspective.

Ariel's publications include "Boundary Bending: Integrating Strategy and Organizational Development" in the *OD Practitioner* journal. She was awarded the "Outstanding Research Paper Award" at University of Idaho Adult & Organizational Learning Program Conference in 2004. She holds two patents issued for technology products.

Ariel lives in the mountains of Utah where she is on the Board of Global Village Gifts, a fair trade retailer. She also enjoys skiing, snowshoeing and international travel.

Ms. Blair's education includes an M.B.A. from the Amos Tuck School at Dartmouth College as well as a B.A. degree in Development Studies from Brown University. She has also completed the Organization and Systems Development (OSD) Program and the Group Intensive Training Program at the Gestalt Institute of Cleveland. In 2005, she was recognized as the Outstanding OSD Graduate by the Gestalt Institute of Cleveland.