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## FOR IMMEDIATE RELEASE

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## **Point B Adds Staff at Rapidly Growing Phoenix Practice**

*Brian Murphy promoted to practice director in project-leadership firm's newest regional office*

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**PHOENIX (Sept. 1, 2004)** — Point B Solutions Group, LLP, a professional services firm specializing in project leadership, announced today that Brian Murphy has been promoted to the position of practice director. The 15-year business-consulting veteran will help lead the company's Phoenix office, which opened earlier this year.

“With this region's growing need for experienced project-leadership professionals, Brian is the perfect addition to our quickly expanding Phoenix practice,” said Tim Jenkins, co-founder and partner at Point B. The 10-year-old company, based in Seattle, maintains offices in Denver and Portland, Ore.

“I'm excited about the chance to help local companies solve their most important business and technology problems,” stated Murphy, an expert in custom software implementation, technology planning, and project and program management.

He continued, “The Valley has tremendous growth opportunity, and I want to be part of the long-term success of this community.” Murphy added that the Phoenix practice will be built using the same philosophy that established Point B in Seattle and other regional locations: providing clients with senior-level, service-oriented professionals who deliver results on every mission-critical project.

That approach is already working for Point B in the local marketplace. The company recently consulted with Banner Health System, one of the largest not-for-profit healthcare systems in the country, and is working on a number of new business-development projects with area companies requiring Point B's specialty project leadership services.

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Murphy has been with Point B's Seattle office for the past three years, most recently serving as a senior associate. He's worked closely with corporations such as Microsoft Corporation in an operational, technical and executive leadership capacity. Prior to joining Point B, Murphy was a senior manager for Arthur Andersen Business Consulting and director of information technology for Skanska USA Building Inc. (formally Beers Construction Company). Murphy holds a B.S. in Industrial Engineering from the Georgia Institute of Technology in Atlanta.

Point B's unique approach to project leadership maximizes the use of a client's internal resources by deploying experienced project leaders into key roles. Associates at the firm are leadership veterans with a minimum of seven to 10 years of business experience at "Big 5" consulting firms or other leading organizations.

Point B provides leadership to virtually any type of business initiative or project with typical projects including merger and acquisition integration, business process design, department turnarounds, software selection, customer relationship improvement, enterprise resource planning, and deployment of information systems. Point B usually serves in a consultative role, but is also able to fill interim staff positions. The firm can also offer assistance to clients in the areas of recruiting, business and technical analysis, as well as business case development.

### **About Point B**

Point B is the first professional services firm focused on project leadership and execution. Founded in 1995, the firm provides a diverse and experienced team of locally-based project leaders to companies in Seattle, Denver, Portland and Phoenix. Organizations ranging in size from startups to Fortune 100 corporations turn to Point B for its ability to step into any segment or role of a mission-critical project and help lead it to success. And, unlike many professional services firms, Point B works exclusively for its clients and does not enter into alliances, reseller agreements, or other relationships that might compromise the firm's objectivity. Point B has attracted top project leaders from various industries by offering a culture that promotes flexible work schedules and well-rounded lifestyles for its more than 165 employees. Additional information on the firm and its offerings can be viewed online at <http://www.pointb.com>

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