



Janet McDonald

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FOR IMMEDIATE RELEASE

C3 Consulting Names Janet McDonald to Leadership Team

Nashville, TN., May 11, 2011 – C3 Consulting recently announced the addition of Janet McDonald to the firm’s leadership team as part of the continued growth and expansion of C3 services. McDonald will provide leadership for the firm’s enhanced facilitation and professional development services.

McDonald, a 20-year local industry veteran, is recognized as an operational and business development leader, with more than two decades in sales, strategic planning, content management, teaching and marketing. Most recently, she spent more than 11 years in vice presidential roles within the Ingram Industries companies. In addition, McDonald served as COO at Nashville-based Athlon Sports Communication.

McDonald received a BS in Marketing from the University of Tennessee, as well as an MBA from the Massey Graduate School of Business at Belmont University. She currently is an adjunct professor at Vanderbilt University where she teaches corporate strategy to undergraduates in the Managerial Studies department.

Drawing upon the significant real-world experience of its team as well as proven, best-practice techniques, C3 routinely facilitates business planning, problem-solving, and key decision-making sessions that enable clients to achieve success. C3 also includes professional development and skill development as an inherent part of its approach to delivering services.

“We are delighted that Janet has joined our team,” said Brian Bowman, C3 partner. “She has a unique combination of hands-on leadership, professional development, and academic experience that will enable us to expand the value we can provide to our clients.”

“Facilitation and professional development have always been part of what we do; we are just taking steps to enhance the depth of our services to meet market demand,” said Bowman. “We believe facilitating through challenging decisions and building sustainable skills are two critical success factors for our clients. And to underscore the importance of these services, we have added a seasoned management executive to lead them. We look forward to making additional announcements in coming months.”

C3 Consulting is a management consulting firm that focuses on project leadership for companies going through significant growth or change. Typical engagements include helping firms with merger/acquisition integration, facilitation and strategic/business planning, leading complex projects, software evaluation, organizational change, and other vital initiatives. For more information, go to www.c3-consult.com.

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