

PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

**Microsoft Director Joins Local Consulting Firm, Loft9**

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**SEATTLE – February 28, 2011**—Loft9 ([www.loft9consulting.com](http://www.loft9consulting.com)), a Seattle-based consulting firm launched in January 2010, announced the hiring of Gene Boes as Managing Director. Boes' work experience includes time as a Navy flyer, a consultant at Deloitte & Touche, and most recently a 13.5 year career with Microsoft spanning IT, M&A, Customer Service and Support, and Partner Channel Development. In addition to this new hire, a series of eight Operational Director roles have been filled by Loft9's current associates to manage core firm operations.

"My values and passions align very closely with those of the Founding Partners, Ed (Beals) and Mark (Birzell), and I am truly impressed not only with the delivery model they've established, but with the culture of collaboration, trust, and respect among the Associates," says Boes. "Joining Loft9 as its first Managing Director allows me to leverage my experience and strengths, while tapping into my entrepreneurial drive, to help myself, each individual associate, and the Firm as a whole to continually exceed expectations."

"We are making strategic human capital investments in order to support the client demand we are seeing for our consulting services," says Loft9 co-Founder Mark Birzell. These roles come as Loft9 looks to scale its operations in support of their plans to add 20 consultants in 2011 and grow revenues from \$2.1M in 2010 to over \$5.0M in 2011. Additionally, Birzell comments, "our clients are seeing the tremendous value we bring in our team based co-delivery model and the strong collaborative spirit that is shared across the entire firm."

By focusing on client service delivery excellence, Associate development, and the strength of a firm-wide culture, Loft9 exceeded expectations in virtually every operational and financial category set forth in 2010. Some key wins from 2010 include:

- Unblemished client service record resulting from continuously acting as a responsible steward of the client's business
- Operational Director program filled by associates in order to strengthen core firm processes while providing invaluable leadership opportunities
- Proven hiring and selection process designed to build a strong pairing of skill and culture
- Community Service program that includes financial and time contributions across food drives, charity auctions and various Seattle-area philanthropic events
- A diversified base of clients that includes Microsoft, PATH and The Seattle Cancer Care Alliance

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In 2011, Loft9 will focus on expanding its Project Coordination and Business Analytics offerings, doubling their client base, and continuing to hire early career high potential candidates.

### **ABOUT LOFT9**

Loft9 is a professional services firm that provides clients the focused business attention and resource bandwidth they need to succeed. Founded in 2010, the firm helps clients plan for and execute on their most critical initiatives by providing best-fit resources in project coordination and business analytics. The firm is based in Seattle, employing over 23 local associates and currently serves clients such as Microsoft, PATH and the Seattle Cancer Care Alliance. The firm is actively hiring consultants. More information can be found at [www.loft9consulting.com](http://www.loft9consulting.com).

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