



FOR IMMEDIATE RELEASE

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Bridgepoint Consulting Names Marketing Director

Austin, Texas, January 4, 2012 – Bridgepoint Consulting, LLC, a leading Austin-based professional services and consulting firm, has named Gina Budd as Director of Marketing. Budd will be responsible for all marketing strategies, including branding; communications; new market initiatives; and social and online media at Bridgepoint.

Budd brings more than 18 years of in-depth experience in marketing and public relations to Bridgepoint Consulting. She has provided numerous companies with marketing and communications strategies, including small businesses, large healthcare organizations, and publicly traded companies. Her past experience at Ernst & Young, coupled with her corporate and agency experience, will enable her to contribute progressive marketing programs to Bridgepoint.

“Gina’s diverse scope of marketing expertise will be a great asset to our team,” said Bill Patterson, Principal for Bridgepoint Consulting, “As our practice continues to grow, her insight will be invaluable as we communicate our strengths and solidify our leadership position to our constituents.”

“We live in a dynamic business community and we are constantly looking for new ways to stay connected to our clients and other businesses,” said Manuel Azuara, Principal at Bridgepoint Consulting. “Gina brings the know-how about marketing that will enable us to more effectively reach professionals who can use our services.”

About Bridgepoint Consulting LLC

Transforming companies to achieve success, Bridgepoint Consulting is a leading Texas-based professional services and consulting firm. To bridge gaps and accelerate growth, the firm offers on-demand, experienced professionals and strategic services. Bridgepoint Consulting provides expertise in finance, compliance, IT, transactions and restructuring.

Serving Central Texas for over a decade, Bridgepoint Consulting has more than 60 professionals and has worked with 200 clients in the past 24 months. The firm’s growth and success is a result of its high-caliber professionals and disciplined approach to addressing its clients’ objectives.

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