

## For Immediate Release

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**Pat McCrory has joined McCrory & Company as a Partner and will focus on supporting companies with their client development efforts as well as their needs for strategic planning and sales/leadership development**

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**Charlotte, N.C., January 28, 2009** -- McCrory & Company, a nationally recognized sales consulting firm announced today that Pat McCrory has become a Partner of the firm. Pat will leverage his extensive leadership in both the private and public sectors as he focuses on helping companies with their client development, strategic planning and leadership development requirements.

Phil McCrory, the President of McCrory & Company, stated that Pat “brings incredible experience in working with executives in Charlotte, across North Carolina, as well as throughout the world. We know that many businesses are struggling during these challenging economic times. Our goal is to help them invest wisely in their sales, account management and marketing organizations so that they can actually leverage their advantages to increase sales and profitability. I can’t think of a better partner to help our clients and prospects.”

Pat McCrory says, “Government alone cannot get us out of this recession. I look forward to having the opportunity to help companies grow jobs as McCrory & Company supports their efforts to build revenue from existing customers, prospects and new markets.”

### **About McCrory & Company**

For over 19 years, McCrory & Company has helped companies drive sustainable revenue growth through the implementation and execution of a defined sales process. In support of this implementation, clients often choose to roll-out the suite of Solution Selling® training services, first to their executive & sales management team and then to their sales and sales support professionals, so that *how they sell* becomes a company differentiator. McCrory & Company is the largest and most experienced U.S. partner for Sales Performance International (SPI) with a focus on companies that want to make the transition from selling products to selling high-value solutions. Other McCrory & Company clients include Jones Lang LaSalle, Duke Energy, Quaero, Insource Contract Services, Fiserv, Peak10, Consonus Technologies and TriZetto. For more information, visit [www.MccroryAndCompany.com](http://www.MccroryAndCompany.com).

## **About Pat McCrory**

Pat McCrory has a nationally-recognized leadership record in both the private and public sectors. Prior to joining McCrory & Company, he served 29 years with Duke Energy Corporation, where he held top management positions in recruitment and staffing, management and professional training, and economic development and industrial recruitment. He also held leadership positions with the American Society of Training and Development and the College Placement Association.

McCrory is currently completing his seventh and final term as mayor of Charlotte. As the longest serving mayor in Charlotte's history, he is nationally recognized for his leadership on home ownership initiatives and in developing Charlotte's 25 year transportation and land-use plan, which included successful efforts to secure \$200 million in federal funds for light rail. He also helped recruit companies such as TIAA –CREF, General Dynamics, Goodrich, NASCAR, and Johnson and Wales Culinary School to Charlotte. These and other leadership efforts have helped create over 200,000 jobs during his tenure. In addition, he has focused his economic development efforts across the globe including Singapore, Israel, Poland, France, Germany, Great Britain, and Italy.

McCrory served as Chair of the U.S. Conference of Mayors Environmental Committee and Chair of the US Council of Mayors' Housing Committee. He was also appointed by President George W. Bush to the Homeland Security Advisory Committee in 2003, where he has worked with Chairman William Webster and served as the Chair of the sub-committee on private sector communications.

He is a member of the Board of Directors for Tree.com, Inc. (NASDAQ: TREE), which is the parent of several brands and businesses in the financial services and real estate industries.

McCrory has frequently testified before Congress, spoken at the National Press Club, and has been a featured guest on National Public Radio, Fox News, CNBC, Lehrer News Hour, CBS This Morning, and CNN.

McCrory graduated from Catawba College. He currently sits on the Board of Trustees for Catawba College and received an honorary doctorate degree from the school in 2001. He is married to Ann Gordon McCrory.