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## Media Release

### Berlineaton Celebrates 20 Years and 20,000 Voices

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Victoria, BC – Victoria owned and operated management consulting firm Berlineaton marks its 20<sup>th</sup> anniversary today and also is launching a year of activities under the theme: *20 Years, 20,000 Voices*. The *20 Years, 20,000 Voices* theme reflects the number of clients the Berlineaton team has worked with over the past two decades, along with the shared knowledge and learnings they have gained with their clients about what it takes to make organizations more effective and impactful.

Berlineaton was founded in 1996 by Shelly Berlin and Richard Eaton. Prior to this time, Richard was a paratrooper with Britain's Airborne and Commando Forces, then worked with the BC Government, and lastly as a management consultant. Shelly worked for Disney and then earned extensive management consulting experience with two global firms - Andersen Consulting (now Accenture) and Price Waterhouse, now PricewaterhouseCoopers.

Prior to incorporating Berlineaton, Richard and Shelly were consulting in performance improvement within the manufacturing sector in Northern BC. "We learned an innovative approach to organizational effectiveness and performance improvement," said co-founder Richard Eaton. "We wanted to adapt these approaches to other sectors, in particular the public and services sectors, as we knew we could make a powerful difference in two sectors we have a great deal of passion for."

"At about the same time, friends and colleagues started phoning and asking us to come and work with them in Victoria," said co-founder Shelly Berlin. "We shared our ideas with a few people whose opinion we valued, and then made the leap."

The move to Victoria and launch of Berlineaton has led to two decades of serving almost all ministries in the BC government, and other public and private organizations across Canada and North America in the areas of continuous improvement, strategy development and execution, and leader development.

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One of Berlineaton's most rewarding assignments was working with the BC Ministry of Forests in a Ministry-wide Continuous Improvement initiative which led, 10 years later, to assisting the Alberta Ministry of Environment and Sustainable Resource Development (ESRD) in the immediate aftermath of the 2013 southern Alberta floods. Berlineaton's team worked closely with ESRD staff to help return Albertans' lives back to normal by streamlining processes that significantly reduced permit wait times for rebuilding flood ravaged homes, properties, parks and community areas.

Outside of the public sector, Berlineaton has collaborated with over two dozen independent schools across Canada, professional services organizations, financial services and technology companies, and not-for-profit organizations, including Lester B. Pearson College of the Pacific, Military Family Resource Centres across Canada, the Canadian Museum for Human Rights in Winnipeg, and Vancity (Vancouver City Savings Credit Union).

Berlineaton lives by the words: **Be bold**, and seeks clients who share this outlook. To celebrate its clients and kick off Berlineaton's 20<sup>th</sup> anniversary, co-founder Richard Eaton just completed a successful ascent to the 18,491-foot summit of Pico de Orizaba, the highest mountain peak in Mexico and the third highest peak in continental North America.

For more information about Berlineaton, please visit [www.berlineaton.com](http://www.berlineaton.com) and for more information about Richard Eaton's February 25<sup>th</sup> ascent to the summit of Pico de Orizaba, please visit Berlineaton's Facebook page: [www.facebook.com/Berlineaton-679882485483461](https://www.facebook.com/Berlineaton-679882485483461)