



## Media Release

### **Berlineaton Co-Founder Sets Out to Summit Mount Pico de Orizaba (18,491 Feet)**

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Feb 17, 2016

Victoria, BC – Richard Eaton, an experienced mountaineer and co-founder of Berlineaton, departs Victoria on Monday, February 22 for Tlachichuca in southeastern Mexico. This small town is the marshalling point for a demanding, four-day ascent to the summit of Pico de Orizaba or Citlaltépetl. Mount Orizaba is the third highest peak in North America at 18,491 feet, after Mount Denali in Alaska and Canada's Mount Logan.

Eaton is taking on his toughest mountaineering challenge yet to kick off Berlineaton's 20<sup>th</sup> anniversary. This locally-owned management consulting company turns 20 on March 1 and plans to celebrate the year with activities based around the theme "20 Years, 20,000 Voices."

"Our team has had a unique and privileged opportunity to engage with about 20,000 people over the past two decades, and we've listened carefully as clients have shared what it takes to be effective as an organization, said Eaton. "When we sat back and thought about it, we've amassed a tremendous amount of learning that contains important lessons about what it will take to succeed in the future."

"Coincidentally, I like to climb mountains," said Eaton. "Mount Rainier, at just over 14,000 feet, is the highest mountain that I've climbed so far and I've always wanted to test myself above 20,000 feet. To honour our clients' 20,000 voices, I plan to summit Pico de Orizaba as the first of two ascents I will attempt in the coming 13 months. The other will be over 20,000 feet, if all goes to plan. I thought it would be a good idea to test my high altitude suitability on a slightly lower summit and chose Mount Orizaba where the weather should be good this time of year. I believe it's also a fitting way to say thank you to our clients, staff, associates, friends, and families who have helped us as achieve greater heights over the past 19 years."

Unlike equally worthy but more 'trekker' focused peaks, such as Mount Kilimanjaro, Pico de Orizaba is a mountaineer's objective and requires crampons, ice axe, rope and harness, along with significant experience and a sense of humour, to summit and return successfully and safely.

Eaton's climb will be chronicled on Berlineaton's Facebook page at [www.facebook.com/berlineaton](http://www.facebook.com/berlineaton), on the company's Instagram page, and via Twitter @Berlineaton

#### About Berlineaton:

Berlineaton is an independent management consulting firm located in Victoria, BC. Founded by Shelly Berlin and Richard Eaton, Berlineaton has been working with public, private, and technology leaders in the areas of strategy, change, and leadership since 1996. Berlineaton lives by the words: **Be bold**, and seeks clients who share this outlook. The company's mission is to serve alongside visionary leaders committed to delivering stronger futures for their organizations. For more information, please visit [www.berlineaton.com](http://www.berlineaton.com)

## Backgrounder

### Richard Eaton Bio

Richard Eaton, a founding partner of Berlineaton, works and lives the Berlineaton vision: A world of courageous endeavours.

For the past 19 years he has served alongside visionary leaders committed to delivering bolder futures for their organizations by leading transformational improvement projects in three areas of organizational excellence: direction, process and people.

Richard has facilitated hundreds of workshops, and partnered with numerous enterprises across BC and Canada, and brings this vast experience to each of his assignments. He thrives in extreme challenges and environments both at work and play.

Richard's background includes several years' service as a paratrooper with Britain's Airborne and Commando Forces where he frequently wintered in Arctic Norway and led counter-terrorist operations in Ulster.

He is an avid historian with a BA in History, and a MA in Leadership from Royal Roads University. He likes to recharge by going outside: scuba diving, kayaking, playing with his two kids, and summiting peaks over 10,000 feet.

For more information, please visit: [www.berlineaton.com/people/richard-eaton](http://www.berlineaton.com/people/richard-eaton)