

Peter Patch

Peter Patch is founder and CEO of Patch & Associates, a boutique consulting firm focused on marketing and strategy in the global & local corporate sector, following service at KPMG, BCG and Sherbrooke Associates.

Mr. Patch has served as strategic advisor to international firms for more than three decades, including Citibank, Bank of NY Mellon, Pepsi, Humana and American Express/First Data, addressing opportunities and competitive challenges across global markets. Assignments included addressing the Citibank Latin American debt crisis, to assist in managing the Bank's \$3 billion exposure and write down, as well as Citibank's international mortgage lending strategy and global securities processing businesses, along with developing country-specific business plans for Citibank in the U.K., Thailand, Malaysia, Japan and Australia.

Mr. Patch has led college, graduate and executive programs ranging from marketing strategy and business economics to entrepreneurship and leadership development. He has taught at City University of NY (CUNY) School of Professional Studies, SUNY Stony Brook and Seton Hall, having previously taught at Harvard and Northeastern University in Boston. His economics course at CUNY was recognized as 'perhaps the best' such course in the CUNY system. He led a program on competitive market analysis for executives from Russia and Eastern Europe at the European Bank for Reconstruction and Development in Vienna, Austria. He has also served as a marketing, financial and strategic advisor to over one hundred minority and women-owned small and middle-market businesses through the NYC MWBE program.

In the social service/non-profit arena, Mr. Patch has served on Boards for over three decades, leading and co-leading fundraising and development campaigns for several non-profit organizations, helping to raise six- and seven-figure donations. Served populations include U.S. military veterans, disadvantaged children, the developmentally disabled, and ex-offenders re-entering the community.

Mr. Patch earned his BA at Harvard College in Applied Mathematics and Economics, his MBA from Stanford Business School, and completed doctoral studies in Business and Economics at Harvard University. His published articles focus on marketing strategy, technology policy, and the business development process, as well as a series of research studies on the business computer industry.

Patch's initial client conversation is 'the 5-minute MBA:' how to successfully launch and grow a business - in five minutes. 'Business schools spend the rest of a two-year MBA applying the same logic and analysis to hundreds of specific business situations and cases.' What's better than an MBA? Growing a successful business!

Consulting rate: \$300 for first 30 minutes. For a 30-minute Zoom call, send an email with subject "Peter Patch" to paul@paulharris.org or call 1 (508) 656-0462.