

Patricia O'Connell

**Co-author of *Woo, Wow, and Win:*
*Service Design, Strategy, and the Art of Customer Delight***



Credit: Xanthe Elbrick

Patricia O'Connell is president of Aerten Consulting, a New York City-based firm that works with companies to devise content strategies and develop thought leadership for top management. Her interest in service design expresses a lifelong pursuit of the idea that "there's got to be a better way." She is the writer, with author Neil Smith, of the *New York Times* bestseller *How Excellent Companies Avoid Dumb Things Breaking the Eight Hidden Barriers that Plague Even the Best Businesses*.

Patricia is twelve-year veteran of Bloomberg Businessweek.com, where she served as news editor and subsequently as the management editor. There she worked with writers and thought leaders like John Byrne, Marshall Goldsmith, Dov Seidman, Bill George, Ben Heineman, Don Tapscott, Bruce Weinstein, and others, while overseeing the design and launch of new channels and services.

A graduate of Boston College, Patricia has worked with such organizations as the Project Management Institute, the Association of Management Consulting Firms, Strategy&, Boston Consulting Group, Hay Group (now part of Korn Ferry), Stephens Inc., Savannah College of Art and Design, and T. Rowe Price.