



13100 Wayzata Blvd., Suite 160
Minnetonka, MN 55305

FOR IMMEDIATE RELEASE

July 15, 2008

MEDIA CONTACTS:

Cindy Jorgensen
Trissential
952-595-7970

Steve Sterling
Sterling Public Relations
952-935-0078

Linda Finley Named Practice Director of Trissential's Public Sector and Strategic Planning Practices

— Finley, a Former State Official, is an Expert in Organizational Planning, Leadership, Governance, and Program Management —

Minneapolis – July 15, 2008 – Trissential, a business improvement and project implementation company, announced today the promotion of Linda Finley to be the firm's Practice Director of the Public Sector and Strategic Planning Practices. A former Minnesota state official, Finley will oversee the firm's strategy, management, and execution improvement engagements with municipal, state, and regional public entities.

Finley, who joined Trissential in 2007, has more than 25 years experience in governance, organizational leadership, strategic planning, and program management. From 2001 to 2006, she served the state of Minnesota first as the director of statewide information policy, Department of Administration, and subsequently as the executive director of the Office of Enterprise Technology.

- More -

In addition to her work for the state of Minnesota, she was the CIO and vice president for client solutions for NOVON Consulting and a senior consultant for the Orion Development Group. From 1984 through 2000 she was employed by Prudential Insurance Company of America, rising to the position of vice president of business delivery.

Company co-founder and Project Management Practice Director Michael Vinje said this about Finley, “We are very excited to have Linda in this blended role. Her public sector experience clearly provides us with an expertise that will jump start this practice and her organizational and strategic planning experience solidifies our market position as a leader in providing these services to our upper Midwest clients.”

Until her promotion, Finley was the senior consultant to the Deluxe Corporation for delivery assurance and enterprise architecture. She graduated from the University of Minnesota and holds a Master’s Certificate in Management from the Carlson School of Management as well as a Master’s Certificate in Organizational Leadership from the College of St. Catherine.

###

About Trissential

Trissential, www.trissential.com, specializes in business improvement and project implementation. Trissential essentialists help companies achieve desired results through the alignment of strategy with efficient management and exceptional project implementation. The company also offers clients specialized practices for Enterprise Resource Planning, JD Edwards, and the Public Sector. With offices in Minneapolis, Milwaukee, and Madison, Trissential serves clients in the upper Midwest.