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**Dorsey & Company Adds to Capabilities – From Within and Without**  
*Peter Lawson Jones now strategic partner, Dennis Roche Named Managing Director*

**Cleveland, OH (April 22, 2016)** – Competitive and marketing strategy consulting firm [Dorsey & Company](http://Dorsey & Company) just enhanced its expertise with the addition of a new strategic partner and by moving a Senior Associate into the role of Managing Director.

Dorsey & Company and one of Cleveland's best legal and cultural minds, Peter Lawson Jones, have just entered into a strategic partnership. Also, economic development and destination marketing expert Dennis Roche will take on a role as Managing Director with Dorsey & Company.

The Jones partnership is the second such arrangement following last year's strategic partnership with higher education expert and consultant Tom Chema, former president of Hiram College and president of higher education consulting firm Gateway Group.

"Peter brings additional depth in the government and nonprofit space in particular that can help Dorsey & Company to more effectively solve an even wider array of competitive and marketing issues that clients in these sectors face more and more today," said Dorsey & Company President Julius C. Dorsey, Jr. "With his counsel and participation in engagements of such high consequence, I know we'll be in an even better position to provide a higher level of satisfaction to our clients across many industries."

A modern "Renaissance Man," Jones is a well-known actor of stage, television and film on local and national scale. Also a seasoned public servant, the Harvard-educated (Magna Cum Laude in Government) attorney previously served for nine years as a member of the Board of Cuyahoga County Commissioners – three of those years as its president. He also served two and one-half terms in the Ohio House of Representatives and was formerly the Vice Mayor and a Councilman in the City of Shaker Heights, Ohio.

Additionally, Roche becomes the company's third Managing Director, joining Leo Toralballa and Andrew Powell. The former Positively Cleveland head joined Dorsey & Company as a Senior Associate in 2014 to add to the firm's expertise in economic development, travel and tourism and nonprofit capabilities. He retired from Positively Cleveland on a

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particularly high note, having earned the organization the distinction of “Best Convention Bureau in America” by the National Association of Travel Journalists.

As Managing Director, Roche will continue to serve on client engagements, but will also lead projects where his expertise and background are most critical.

“I feel the time is right to add new dimensions to the services we’ve been providing to our clients for the last 29 years,” Dorsey said. “I’m excited about the possibilities ahead of us with Peter’s pedigree and body of knowledge, as well as with Dennis’ expanded role with Dorsey & Company. Both men are proven many times over in their respective disciplines, our clients can only benefit from their presence.”

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Founded in 1987, Dorsey & Company Strategic Consultants to Management is a carefully assembled group of more than 50 associates who offer a wide range of marketing expertise to thoughtfully approach every engagement according to its unique competitive and marketing challenges and requirements. The Dorsey & Company approach has consistently yielded favorable results for leading clients in automotive, energy, utility, branded and consumer goods, retail, higher education, telecommunication, government and nonprofit, financial and professional services, health and pharmaceutical, and other industries. Visit <http://www.dorsey-co.com> to learn more about Dorsey & Company.