# Patricia Ellard

Director of Competitive Intelligence

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## OVERVIEW

With a background in competitive intelligence and strategic thinking, Patricia brings more than 20 years of experience in global management consulting and law firms to her role as director of client experience analytics and service design. A highly inquisitive person with a passion for exploring, Patricia uses competitive intelligence sources and tactics combined with real-time client feedback to work with the firm's Client Experience and Innovation offices to develop tailored solutions for clients' problems. Working collaboratively with attorneys and clients, Patricia helps establish the foundation for successful client service.

## EDUCATION AND CERTIFICATIONS

### EDUCATION

- University of Technology Sydney, B.A.Sc., 2004, information science/studies

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