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Tough Times Call for Tough Action: Construction Industry Veteran Launches VantagePoint Strategy Group to Facilitate Improved Business Performance and Profits for Owners, Developers, Lenders and Construction Firms

NEW YORK, NY July 22, 2009 --- At a time when difficult market conditions are taking their toll on companies and construction programs around the globe, construction industry veteran Tricia Atallah announces the launch of VantagePoint Strategy Group to facilitate improved business and project performance for corporate property owners, public agencies, institutions, developers, lenders and construction companies.

Atallah launched VantagePoint Strategy Group, a management advisory firm, to offer a practical hands-on approach to providing strategic, management, operations, turnaround and restructuring services to construction decision-makers.

“There is no better time than now for construction executives and business owners to deal with market, operational, financial and project issues head-on, in a systematic and cold-blooded manner,” said Atallah. “Now is the time to make the right strategic moves to build a well-positioned and profitable operation that can weather economic and market gyrations.”

Recognized as an expert on the construction industry with over 23 years of entrepreneurial, management and consulting experience, Atallah is a former banker with an MBA in finance. She was co-founder and CEO of SoundBuild, Inc., a construction consulting firm that was acquired by Navigant Consulting in 2006. She is author of the book, “*Building a Successful Construction Company*” (Kaplan 2006), which is used as a textbook by New York University and other schools. Atallah also writes articles frequently on construction industry issues and trends and posts a blog for McGraw-Hill Construction’s ENR.com web site entitled “*Transitions*.”

Atallah is joined by a team of top level associates who bring broad perspectives in strategy, management, finance and human capital and deep expertise in construction operations and execution. “I am fortunate to have the opportunity to work with recognized professionals who are at the top of their fields and whom I’ve known for many years.” Together, the VantagePoint team offers strategic insights grounded in real world “lessons learned” and roll-up-the-sleeves implementation to assist clients to assess, strategize, implement and achieve tangible results.

VantagePoint offers three types of services -- *Strategic and Management Advisory*, *Construction Operations Advisory* and *Capacity Enhancement* -- that address typical areas of weakness at the enterprise and project levels. Using a practical diagnostic approach, VantagePoint works with clients to re-align overall enterprise goals, develop strong competitive positioning, improve organizational effectiveness and profitability, maximize the efficiency and performance of construction operations, reverse poor project performance, and leverage internal capabilities and resources.

For additional information, please visit www.vantagepointstrategygroup.com