

Get to the bottom
of what clients want.

Meet Rusty Borkin

Enhancing Client Relationships

Through the founding of Diver Client Consulting, Rusty Borkin has woven together his 30-plus years of business experience and expertise in client relationships, marketing and sales, organizational development and process improvement. Together, these capabilities are the foundation for Diver's mission to help creative service firms increase client retention and revenue growth.

Fostering Client Retention

Most recently, at the architecture firm Kahler Slater, Rusty managed the client retention program, bringing critical feedback into the organization and developing service improvement strategies. As a senior marketing and communications strategist, Rusty also created marketing plans, led pursuits and coached principals on all matters relating to new and existing client relationships.

Leading Organizational Change

Rusty's responsibilities as the vice president of operations and organizational development at Hanson Dodge Creative, a digital marketing agency, included leading the account service and strategy teams, providing direct supervision to a number of accounts and pursuing new business. Rusty also oversaw the financial and human resource functions.

Developing Leadership

As director of human resources at ESPN, Rusty oversaw HR functions for a rapidly expanding, worldwide media enterprise. His critical accomplishments to support this growth included launching a leadership development program, and developing new recruitment and compensation systems.

Improving Processes

Process improvement and change management have been at the heart Rusty's career. At the City of Milwaukee Rusty spearheaded the implementation of Total Quality Management as the City's quality improvement manager. Uniting executive and legislative branches of government, as well as labor and management, around the goal of improving customer service is a key highlight of his many contributions there.



Rusty Borkin
Diver Client Consulting

rusty@diverclientconsulting.com | 414.708.2762 | 2010 East Windsor Place Unit A | Milwaukee, WI 53202 | www.diverclientconsulting.com