



## About Us

**Cynthia Farren Consulting** (CFC) was founded by Cynthia Farren in 1999. Prior to forming CFC, Cynthia worked in a variety of IT and business management roles which is where she developed the broad background and expertise that enabled her to build her successful consulting business.

Throughout her IT career, Cynthia has teamed with business units to ensure that the implemented technologies always had a direct correlation to the unique business focus of each particular company. She has proven herself to be a true business visionary, skilled at identifying the direction of a company and pinpointing the appropriate technologies to fully support that direction.

When it came time to form her own company and assemble her team, Cynthia was determined to make **Cynthia Farren Consulting** different. "Consultants" had become synonymous with "expensive". In contrast, Cynthia wanted to offer high-quality services at affordable prices. So, instead of renting a showy suite of offices and maintaining a stable of expensive consultants and support staff, she decided to add substantial value through specialized skills and administrative efficiency. As a result, **CFC** was built using a model of "virtual offices" with no "dead weight" (i.e., essential staff only). By maintaining this very low overhead, **Cynthia Farren Consulting** has been able to remain very affordable ... with some of the lowest rates in the market. But affordable doesn't mean second best; quite the opposite.

Because of the flexible working environment, supportive atmosphere and commitment to excellence, **CFC** has proven to be a great place to work and continues to attract some of the best IT specialists in the area. **Cynthia Farren Consulting** has developed into an alliance of highly skilled, full-time IT specialists and independent contractors working together to effectively meet their client's needs.

*"By forming an alliance with a diverse group of skilled IT specialists and independent contractors, I've been able to build a team where every member has a vested interest in maintaining the customer's high level of satisfaction."*

*- Cynthia Farren -*

And though each project team works under the overall direction of Cynthia, all team members are encouraged to treat each client as their own. It is this spirit of ownership and partnership instilled in our team that makes our organization and our efforts stand out above the rest.

**CFC's** clients range from enterprise-wide software development companies to small investment firms and cover a wide variety of industries with a special emphasis on environmental, financial and 'call center' environments.

Contact us to find out how we can help better align your technology to fully support your core business concepts.

Cynthia Farren Consulting...

- Is a registered partner with both the Microsoft Corporation and IBM,
- And has established excellent working relationships with such industry leaders as Symantec, Thompson, and many others.

Cynthia Farren is also a proud member of...

- ICCA (Independent Computer Consultants Association)
- NSBA (National Small Business Association)
- State of California Certified Small Business