

JEAN LEATHERS

Professional Affiliate AIA, CPSM

Jean Leathers is president of Practice Clarity, LLC, a firm that advises architects on building business from new and existing clients. Practice Clarity helps architectural firms to clarify purpose, establish position and cultivate relationships.

Jean began her career at URS Cleveland, then transferred to San Francisco where she sold seismic engineering services, directed marketing, and eventually handled corporate communications and investor relations for URS Corporation.

After five years with URS, Jean founded a consultancy in San Francisco providing marketing, business development and training for clients including Architectural Resources Group; KPMG Airport Consulting Practice; Bank of America; and World Bank in Washington, DC.

In 2003, Jean re-established her practice in Cleveland and continues to provide help to architects who want to grow their architectural practices.

Jean is widely published. Her portfolio includes The Plain Dealer, LD + A, Builders Exchange Magazine, Parks & Rec Business, Coaching Review, The Digest of Financial Planning Ideas, and The Stanger Register.

She is a former Guest Lecturer on Marketing in the MBA program at Case Western Reserve University's Weatherhead School of Management, and earned a Bachelor's Degree in English from the University of California, Berkeley.