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# Patty Rioux

PRESIDENT



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Patty founded Patricia Rioux (PR) Consulting over 15 years ago and re-branded the organization in 2011 into Prism Insights to better reflect her firm’s expertise and focus. In 2015, Prism Insights became ODEA.

For almost 30 years, Patty has been a marketing strategist and writer in a variety of roles. With experience in both agency and client settings, she has the perspective of both sides of the desk. Above all else, Patty brings her experience as a business owner to dig deep into understanding her clients’ challenges and opportunities, not just their marketing. She is at her best when translating big-picture ideas into business-driven strategy. When working with Patty, you’ll find that she isn’t one to just make recommendations, she’ll roll up her sleeves to help make things happen.

Patty has worked with a wide range of clients and teams from entrepreneurial start-ups to multi-national corporations spanning a variety of industries including steel, chemical, tech, distribution, financial and professional services, and B2C products. She has the ability to not only focus on the core of a business but recognize what makes it exceptional. Her strategic approach teaches clients how to communicate their unique qualities while ultimately driving growth and sales.

Patty holds a Bachelor’s Degree from the Scripps School of Journalism at Ohio University and has completed graduate work in business administration.