

**Jeff Orschell**  
Americas Consumer Retail Leader  
Ernst & Young, LLP



Jeff is the Americas Retail Leader at Ernst & Young, LLP. He is responsible for the go-to-market strategy and growth strategy across both North and South America. He keeps his finger on the pulse of the industry and leads EY in the development of the skills, resources, and solutions that retailers need to be successful. Jeff's perspectives on the industry have been sought by several industry associations and media outlets.

As an account leader, Jeff has spent over 30 years concentrating in the development of lasting client relationships that are based on adding value. Jeff works tirelessly to understand what is most important to his clients, then helps them achieve their goals and aspirations by bringing them great ideas, relevant thought leadership and exceptional teams that deliver results. The most important element of Jeff's success has been his ability to focus on his clients' success.

Jeff is passionate about doing the right thing even if it is unpopular. He believes that building the next generation of authentic leaders is every executive's obligation. He loves working with people and helping them recognize and achieve their dreams.

He is active in his community, serving as a Cincinnati Chapter Board Member for the Network of Executive Women, sitting on the Board of Trustees for the Cincinnati Chapter of the Ronald McDonald House Charities and serving as an inaugural Board Member for the Xavier University's Center for Women in Business and Leadership.

Jeff lives in Cincinnati, with his wife, Andi and is an avid hiker and golfer.



**Advisory Board Member**

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