



## Ellen A. Roth, Ph.D.

President, Getting to the Point, Inc.

*If you want to know what's right about Pittsburgh and our region, ask Ellen A. Roth, Ph.D.*

# What's Right about Pittsburgh and our Region

“Ellen Roth is a great champion of our city and an expert in ‘debunking myths’ about our region.”

**Linda Dickerson**  
*Chief Executive Officer*  
National Aviary

“No one has been more effective or as enthusiastic in promoting our region as Ellen Roth. Her company, Getting to the Point, is Pittsburgh's best ambassador.”

**The Honorable James C. Roddey**  
*Former Chief Executive*  
Allegheny County

“Moving to Pittsburgh was a life-changing event that was significantly influenced by Ellen Roth's knowledge, and ability to show us that Pittsburgh is a jewel.”

**Leslie C. Davis**  
*President*  
Magee-Womens Hospital  
of University of Pittsburgh Medical Center

Dr. Roth is the President of Getting to the Point, Inc., a premier relocation consulting firm that she co-founded in 1991. Her company assists more than 100 corporations in the Greater Pittsburgh Region recruit and relocate highly sought executives and senior talent.

After 16 years of successfully promoting our city to recruits and newcomers, she has combined in an informative and entertaining presentation, what people want and need to know about the strengths of our region.

Ellen Roth began her career studying to be a museum curator. She earned her M.F.A. from Syracuse in Museology (Museum Studies), and her Ph.D. from the School of Education at the University of Pittsburgh. She has combined her curatorial skills, educational background, and passion for Pittsburgh to create a presentation that spreads the exciting news about all that is good and right about Pittsburgh, and our preeminence as the most livable city in America.

“What's Right about Pittsburgh and our Region” speaks to the high quality of life and the amenities of our region that we all enjoy, while telling the story of Pittsburgh's economic and environmental transformation from a smoky steel town to one that is driven by healthcare and education.

Ellen Roth is active in the Greater Pittsburgh Region and presently serves on the Boards of VisitPittsburgh and Pittsburgh Opera. She is also a successful fundraiser and friend-raiser for the non-profit world. She and her husband chaired a record-breaking campaign for the Leadership Giving Division of the United Way (2006).

Ellen Roth was recently recognized by the Girl Scouts – Trillium Council as a Woman of Distinction in the category of “Professional Woman.” Governor Ed Rendell also honored her for being among the best 50 Women in Business in Pennsylvania (2003). She is a member of the Allegheny Conference Regional Investors Council, and has published numerous articles on relocation and the advantages of living in the Pittsburgh region.



To schedule Ellen Roth's presentation:  
412.362.3363 • [eroth@getting-to-the-point.com](mailto:eroth@getting-to-the-point.com)  
[www.getting-to-the-point.com](http://www.getting-to-the-point.com)