

Patrick Pallentino  
4017 Deer Lane Drive  
Tallahassee, FL 32312  
Office 850/644-7875; Cell - 850/933-7267

## **PROFESSIONAL EXPERIENCE**

### **FLORIDA STATE UNIVERSITY, COLLEGE OF BUSINESS 1993- Present**

June 2003 – Present - Lead Instructor for the Sales Track in the Marketing Department, defining the course content in Professional Selling, Sales Management and Advanced Sales Techniques. Continued research is in the use of computer simulations in sales management training and sales skills development. Additional responsibility include faculty advisor to the student chapter of the American Marketing Association and coach for the FSU Marketing Department National Collegiate Sales Competition Team.

1993- June 2003 – Adjunct Professor of Marketing teaching courses in Professional Selling, Sales Management, Purchasing Management and Product Management.

**INFINITY SOFTWARE DEVELOPMENT** January 2000 – June 2003 – Senior Business Consultant developing new clients, in both government and business sectors. New accounts include; Florida Joint Underwriters Association, Florida Department of Law Enforcement, Florida Department of Transportation, Florida Department of Children and Families and Florida Department of Management Services.

**MAINLINE INFORMATION SYSTEMS** 1995-1999 - An IBM Business Partner selling the full range of IBM Products from PCs to S/390 (mainframes).

1998-2000 - Business Intelligence Software Product Manager  
Introducing new technology to existing and new customers  
Establishing and executing lead generation programs  
Developing initial customer base

1997-1998 - Manager of Thin Client Special Project  
Developed initial customer base.  
Established the engineering group to deliver project services.  
Developed and delivered marketing materials and sales training to a nationwide sales network.

1995-1997 - Manager of PC Division  
Established and maintained relationships with Florida county school boards  
Managed 15 sales and technical support staff generating \$500K to \$1M per month in PC sales.  
Responsible for source side of business including purchasing, inventory control and order fulfillment.  
Re-negotiated alliances to reduce fulfillment costs from an average 4.25% to an average 3.15%.  
Developed controls to reduce end-of-month "in-transit" inventory from \$700K to under \$75K.

**SCIENCE & EDUCATION ASSOCIATES** 1992-1994 - Provides consultation services on technical solutions to marketing and sales issues. Client projects included:

CSI Long Distance - developed and implemented billing and customer service system.

CSI Long Distance - personally established significant customer base.

Janus Clinic - implementation of accounting and billing systems with on-line links to payer services.

Janus clinic - development of a marketing program for an Attention Deficit Disorder (ADD) Clinic.

Consultec - development and implementation of a training program for a new statewide sales force.

**EDP SYSTEMS, INC.** 1987-1992 - A system software and consulting firm specializing in 4<sup>th</sup> generation application development products for Unisys mainframes and PCs.

Specialized in sales to federal and county government agencies.

Established alliances with distributors in Canada, Mexico, and Columbia.

Managed marketing efforts including semi-annual trade show.

Negotiated contracts with several Federal Reserve Banks, United Healthcare and Banco Mexico.

**INDEPENDENT MARKETING CONSULTANT** 1985-1987 - Two major accounts were:

1985-1986 - BAKST International, an Australian based computer-consulting organization.

Set up US operations including support staff and local offices.

Negotiated staffing contracts with Chemical Bank, Bowery Savings and Manufacturers Hanover.

1986-1987 - DATAMAXX USA, an international computer terminal and PC distributor.

Developed and implemented product development standards from feasibility study to go-to-market planning.

Developed and implemented marketing strategy for new terminal emulation products.

**EDP SYSTEMS, INC.** 1980-1985 - A system software and consulting firm specializing in 4<sup>th</sup> generation application development products for Unisys mainframes and PCs.

Million Dollar Club in 1983 and 1984.

Developed the product strategy for early 4<sup>th</sup> Generation Application Development product.

Established relationships with major new clients, General Dynamics, Rhone-Poulenc, and BASF.

**DEPARTMENT OF THE NAVY** 1962-1980 – Various engineering positions in weapons systems research.

## **EDUCATION**

Bachelor of Electrical Engineering, Pratt Institute, New York

Graduate Studies, Pratt Institute, New York

## **ACTIVITIES**

Member, Rotary International, Tallahassee Club.

President-Elect (serving as president for the 2006/07 year)

Editor, Rotary Newsletter

Chairperson, North Florida District Foundation Committee

Board of Directors

Past President, American Marketing Association.

Habitat for Humanity Build

FSU/American Cancer Society Relay For Life Organizer

U.S. Licensed Ship's Captain, (100 Ton)