

Pat Pallentino

*Marketing Associate and
Director of the Professional Sales Program*
The Florida State University, College of Business



Pat Pallentino is an associate in marketing and the director of the professional sales program in the Department of Marketing at the Florida State University College of Business. Utilizing his more than 30 years of industry experience, he developed the course curriculum for the professional sales major. Professor Pallentino, along with several other full-time professors, teaches courses in professional selling, advanced sales, competitive selling and sales management.

After receiving his degree in electrical engineering from Pratt Institute in New York City, a career in sales was the furthest thing from his mind. Professor Pallentino spent the first part of his career working on inertial and satellite navigation projects for the Navy and NASA. However, on each project an idea needed to be sold and a concept explained, so he soon found himself selling technology concepts and then the resulting technology solutions.

Professor Pallentino moved to Tallahassee, Fla. in 1980, where he worked first as a sales person and then the sales manager for Business EDP Systems, a local software company and the forerunner of Datamaxx USA. In the early 90s, using his software sales experience as a stepping stone, he acquired several product marketing projects as an independent consultant. One of these projects led to a position with Mainline Information Systems, where he witnessed its explosive growth into an international technology giant. In 2000, he took a position with Infinity Software Development selling consulting services to the State of Florida and assisting in the acquisition of Infinity's first Federal GSA contract.

The professional sales program at Florida State University has seen explosive growth and national recognition. In the last couple of years, professional sales majors have been crowned national sales champions in the two most prestigious collegiate sales competitions. As a result of its reputation, multiple Fortune 500 companies heavily recruit from this program.