Carlo Peratoner
Co-Owner and Partner

"We are driven by a deep desire to provide extraordinary value to our clients. We get great personal satisfaction helping clients develop great business leaders."

Leadership/Industry Experience

Since joining TRI Corporation in 1999, Carlo Peratoner has established the company as one of the world's leading executive education providers. He is involved in all aspects of the business – client management, development, delivery and operations management. Carlo's professional skills range from hardware and software design to sales and marketing expertise, cultivated over his 18 years of corporate experience in manufacturing, engineering, information technology, accounting, finance, project management, sales and general business consulting.

Carlo was previously founder and owner of Client Relationship Systems, Inc. (CRS), which offered consulting and information systems technologies and helped companies acquire and retain clients. Services ranged from network design and hardware integration to the development and deployment of complex client management solutions using Microsoft technologies.

Before that, he served as business development manager at CTR Business Systems, a Microsoft Solution partner and provider in Portland, Ore. At CTR, Carlo led the development and management of a customer relationship management (CRM) practice using Pivotal Software's Relationship software. Carlo managed CTR's relationship with Pivotal Software, sold and marketed to clients, managed internal project resources, and developed best practices by personally implementing client-serving solutions.

Carlo has also worked with Tektronix, a manufacturer of electronic test and measurement products. His responsibilities there included managing projects in finance, sales and marketing and product and supplies forecasting, and he served as a primary resource for the development and management of sales compensation programs. Carlo held several engineering and engineering management positions in the telecommunication, information technology, computer and control systems product areas at Tektronix. Carlo was also a faculty member in the firm's executive development program. The nine-week Manager of Manager's program offered training in areas ranging from team building skills to business management concepts and received an American Society for Training & Development (ASTD) award for training excellence.

When he is not traveling the globe conducting TRI programs, Carlo is based in the company's Beaverton, Oregon headquarters. He is also a PhD candidate at Columbia University's Education Program in Adult Education.

Past Experience
- Founder and Owner, Client Relationship Systems, Inc.
- Business Development Manager, CTR Business Systems, Microsoft Solution Partner
- Project Manager, Tektronix – Finance, Sales and Marketing and Product and Supplies Forecasting
- Engineering/IT Manager, Tektronix – Engineering System Design, Instruments Group Sales, IT Networking and Help Desk
- Faculty Member, Executive Development Program, Tektronix

Distinctions
- Member, Project Management Institute (PMI)
- Microsoft Certified Professional (MCP)
- American Society for Training & Development (ASTD) award for training excellence for Tektronix

Education
PhD Candidate, Columbia University, Adult Education
MBA, University of Portland, Sales and Marketing
B.S. University of Portland, electrical engineering

Articles
"Business Simulations as Cross-Functional and Inter-Disciplinary Pedagogical Tools," *International Journal of Arts and Sciences*
"Innovative Leadership Development Fosters a Unified Global Culture at Adobe Systems Incorporated," *Global Business and Organizational Excellence*

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