



Carlo Peratoner
Vice President

“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.”

– Carlo Peratoner, Partner, TRI Corporation

Leadership/Industry Expertise

Carlo Peratoner is a Partner with TRI Corporation. Prior to joining the company, Carlo was 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. Over the last 15 years, Carlo has developed hands-on expertise in finance, management and information technology, engineering, sales and marketing.

Bio

Prior to forming CRS, Inc., Carlo was Business Development Manager at CTR Business Systems, a Microsoft Solution partner and provider in Portland, Oregon. At CTR, he led the development and management of a Customer Relationship Management (CRM) practice using Pivotal Software’s Relationship software. CRM solutions provide clients with sales force automation, one-to-one marketing, customer order entry and post sales support tracking. 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.

In 1997, Carlo worked with Tektronix, a manufacturer of electronic Test and Measurement products. His responsibilities included managing projects in finance, sales and marketing, product and supplies forecasting. He served as a primary resource for the development and management of sales compensation programs. During his tenure, he held several engineering and engineering management positions in the Telecommunication, Information Technology, Computer and Control systems product areas. Carlo was also a faculty member in Tektronix’s executive development program. The Manager of Manager’s program offered training in a number of areas ranging from team building skill to business management concepts. The 9-week program received an American Society for Training & Development (ASTD) award for training excellence.

Positions Held

- Founder and Owner, Client Relationship Systems, Inc.
- Business Development Manager, CTR Business Systems, Microsoft Solution Partner
- Project Manager – Finance, Sales and Marketing, and Product and Supplies Forecasting, Tektronix
- Faculty Member, Executive Development Program, Tektronix

Accomplishments & Awards

- Member, Project Management Institute (PMI)
- Microsoft Certified Professional (MCP)
- Tektronix Manager of Manager’s nine-week program received an American Society for Training & Development (ASTD) award for training excellence.

Education

- MBA in Sales and Marketing, University of Portland
- Bachelor of Science, Electrical Engineering, specializing in wireless and optical communications technologies, University of Portland