



## InfoMentis, Inc.

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### **InfoMentis Invests In Additional Talent to Support Business Momentum**

InfoMentis, Inc., a global skills training and consulting company announced today that David Begin and Patti Tessendorf have joined InfoMentis as Principals.

"The addition of David Begin and Patti Tessendorf to the InfoMentis team further augments our subject matter expertise and position as an industry leader in the training and consulting space." said Wendy Reed, CEO and founder of InfoMentis.

**David Begin** brings more than 20 years experience in applications software sales and sales management to InfoMentis. Prior to joining InfoMentis, David worked for Rearden Commerce, where he was responsible for the development and execution of standardized sales strategies, account executive recruiting and hiring and business development with channel partners. Furthermore, David also served as Director of Sales Operations at Apropos Technology where he was responsible for the implementation of the sales and pre-sales methodology, managing sales forecasts and specific opportunities as well as direct management responsibilities. Prior to Apropos, David worked for SAP America with responsibility for assisting in the opening the Dallas office and establishing the Texas Region. Additionally, he helped establish SAP's Public Sector (a separate company), and was ultimately responsible for the development and training of new pre-sales individuals and the creation of marketing strategies for this organization. Prior to SAP, David served as a pre-sales consultant for MSA. In addition to ERP vendors, David has also worked in the area of internet-based electronic commerce in the role of both pre-sales and market strategy for Connect, Inc.

**Patti Tessendorf** brings more than 25 years of experience in Customer Satisfaction, Client Relations and Sales and Marketing. As a Principal, her expertise and experience as an industry veteran will be a valued resource to InfoMentis and source of distinction to our clients around the world. Prior to joining InfoMentis, Patti was Senior Director of Marketing and Communications for Marc Global, a leading provider of value-driven supply chain business intelligence and execution solutions. During her time at Marc Global, Patti was responsible for instruction and maintenance of the sales automation CRM on a global basis. Patti also worked for Manhattan Associates as Director of Sales Operations where she directed the education and support of their CRM system for global supply chain execution sales teams and assisted senior management in identifying and addressing key organizational issues. Additionally, Patti was responsible for the leadership and expanding development of Manhattan's global web based sales tool kit and continued sales process refinement. Before joining Manhattan Associates, Patti served in various positions in 15 years of service with Sea-Land Services Inc (now Maersk Sea-Land), a global transportation company. While at Sea-Land, she played a key role in the positions of Customer Service Manager, Pricing Manager and Sales Manager.

## **About InfoMentis**

**InfoMentis** is a global skills-training and consulting company providing configurable programs proven to ignite behavioral change and bottom-line results for its clients. They help clients achieve predictable and sustainable revenue through more effective customer acquisition and retention practices.

**InfoMentis**, founded in 1996, has provided performance improvement strategy, consulting and coaching to over 15,000 professionals worldwide. InfoMentis' ability to achieve success in clients of every size is uniquely tied to their focus and commitment to tailoring their service offerings and engagements to the unique requirements of every client. InfoMentis clients include industry leaders such as: Cisco, Cognos, Microsoft, McKesson, Oracle, Progress Software, QuadraMed, and Witness Systems.