

YOUR ADVANTAGE KNOWLEDGE TEAM

Russell Paterra

Advantage Performance franchise partner Russell Paterra brings more than 35 years of global experience helping clients understand the significant impact that learning and development can have on meeting day-to-day business challenges. Russ provides strategic consulting, training, and development initiatives tailored to the needs of salespeople, and middle and executive-level managers. He has worked in the Americas, Europe, Asia including the Middle East, and Africa.

Russ's extensive career includes 15 years with Xerox Corporation where he held various positions from Sales to Executive Management. For five years, he was Corporate Director of Customer Service for Triad Corp. His entrepreneurial experience includes creating the Educational Division for Age Wave Inc., selling consulting and educational services to CEOs of Fortune 100 companies. He was an equity partner and EVP of Sales and Marketing of a national energy management company for nearly 10 years. He also helped build a business-to-business telemarketing firm and took the company public where it remains on the NASDAQ exchange. Russ holds a B.S. in Industrial Engineering and in Marketing from the University of Dayton. He has taught Sales and Marketing as an Adjunct Professor at the Rochester Institute of Technology. A frequent corporate speaker who once made his living on the business lecture circuit, Russ lives in Fallbrook, CA where he raises rescue dogs and is an avid golfer.

Name some organizations with which you've worked.

American Express, RJR Nabisco, Encover, Chrysler, Hewlett-Packard, Time Warner, Phillips Petroleum, IBM, AT&T, Kaiser Permanente, Sun Microsystems, Oracle, Pacific Gas & Electric.

How does this experience benefit what you offer clients today?

The biggest value I bring clients is the perspective of someone who truly understands the demands of their businesses. I have experienced the day-to-day mechanics of running a business, everything from setting overall strategy to selecting and motivating the right people. This perspective enables me to show clients how we can integrate developmental initiatives with all the factors that drive their enterprise in order to achieve meaningful business impact.

What's the best thing you do for clients?

Clients say that I'm very motivational and am perceived as a credible leader. Managers and executives understand that I've been in their shoes and can look at things from their point of view. Because I've had a lot of hands-on experience building and running businesses, people intuit that I can help them with the pitfalls and shortfalls they will undoubtedly experience.

What delights you about your work?

I do this work because I get great joy out of seeing people become successful. It's very satisfying to know that I've had a hand in helping individuals achieve their goals.

What are your personal "business words to live by?"

"Sell all your cleverness and buy bewilderment." When you think you know all the answers to a question, you become blinded to other possibilities. Try to view things as if for the first time. That sense of energized "bewilderment" often garners fresh approaches that are more successful than anything previous experience might have suggested.

If you could make only one thing happen for your clients, what would it be?

Helping my clients become successful and accomplish their objectives, whether personal or business, is my primary goal.

Email Russ at: rpaterra@advantageperformance.com