

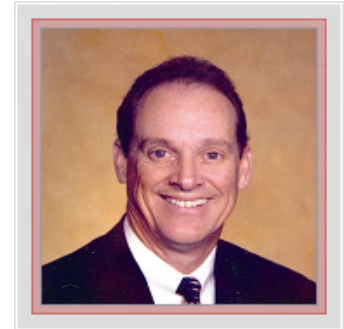
# Press Release

Fort Lauderdale, FL - For Immediate Release



## ProAct Business Development USA Appoints Chief Learning Officer

Fort Lauderdale, FL  
December 1, 2008



*ProAct* Business Development USA, the complex Business to Business focused sales behavior transition specialists, is pleased to announce the appointment of Carlos Cueto as Chief Learning Officer.

Carlos has over 35 years of experience in management and consulting, both domestically and internationally, in the fields of sales/marketing effectiveness, product launch strategies, sales/distribution networks, organizational design, and profitability improvement. In addition to ProAct, Carlos has held management positions for Allyant Management Consultants, Steelcase, Baxter International, and Foster-Forbes/Saint-Gobain.

Since formation in 2001 *ProAct* has grown dramatically, by offering a unique portfolio of highly practical sales development workshops designed to transform the behaviors and practices of sales teams in complex B2B environments.

"Carlos has been instrumental in the creation of new compelling sales development solutions for ProAct. His new assignment as CLO will further shape ProAct's niche in the marketplace as one of the only sales development companies that can effectively transform new sales behavior into revenue and profits for our clients," says ProAct Business Development CEO, Rene Zaldivar.

### **About ProAct Business Development**

*ProAct Business Development, LLC is a global sales consultancy specializing in helping sales organizations reach their objectives by transforming the way they sell. ProAct assignments have produced outstanding business results yielding clients ROI's in excess of 600% within the first year. Additional information about ProAct, products, and services is available at [www.proactbd.com](http://www.proactbd.com) or by calling +1 (954) 537-9277 in the USA or +44 (0) 1425 485180 in Europe.*

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