



C. Joseph ATTERIDGE

INSIDE RESULTS, LLC

With vast experience at the highest levels of corporate America, Joe Atteridge and the *Inside Results* team brings a vital added dimension to the work of The Pacific Institute. Expanding on the enhanced individual efficacy that results from the Institute's education, *Inside Results* focuses these results toward the strategic plan and desired end-results within the organization.

Joe Atteridge, as Team Leader, has over 30 years experience in key leadership positions with both large and small companies, as well as the U.S. military. He was most recently Chief Operating Officer and Chief Sales and Marketing Officer for REZsolutions, Inc., the world leader in provision of reservations services and systems to the hospitality industry. In these positions, he had responsibility for all Sales and Marketing functions, as well as worldwide operations for 50 offices in 39 countries including a staff of 1500 employees.

Joe had served as President and COO of Anasazi, Inc. a predecessor to REZsolutions prior to its merger with Utell International. He also served as Board Director for both companies. Prior to joining Anasazi Inc. in 1995, Joe was President and COO of AMR Information Services (AMRIS), a subsidiary of AMR Corp, parent of American Airlines. AMRIS consisted of five divisions with over 6000 employees worldwide focused on information systems and services in the travel industry. During his tenure at AMRIS, Joe was responsible for the dramatic growth of Tele-Service Resources, which became AMRIS' largest and most profitable division in a mere four years. Joe served as a Board Director on several AMRIS affiliates, as well as being an officer of American Airlines.

Before joining AMRIS, Joe spent nine years with IBM in several Sales and Marketing Management positions for which he received numerous executive leadership awards. Also, he spent eight years on active duty as an officer in the U.S. Air Force, during which time he was recognized for his outstanding contributions and decorated for his service in Southeast Asia.

Joe currently is a member of the Board of the Franciscan Renewal Center and is involved in several charitable organizations in his hometown of Phoenix, AZ. He has a B.A. from Providence College and an MBA, with honors, from the American Graduate School of International Management.



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