



FIU MARKETING IN MOTION!

DEPARTMENT NEWSLETTER

In our fast-paced world, the Department of Marketing and Logistics is all about driving impact, embracing change, and pushing creative boundaries. This newsletter captures our journey—showcasing achievements, new ideas, and the power of teamwork that fuels our success. Join us as we celebrate milestones, share insights, and set our sights on even bigger goals.



“Stronger Together!”

Success grows from teamwork. By sharing our strengths and supporting each other, we achieve more together.

GAME ON!

NATIONAL VIDEO GAME DAY



Alienware FIU Esports Lounge in the Modesto Maidique Campus' Graham Center.

CELEBRATING ESPORTS

Thursday, September 12th, 2024, is officially National Video Game Day, a day when we celebrate the art and industry of video games. Associate Teaching Professor Rafael Soltero Venegas and Adjunct Professor Jennifer Houston were interviewed for their knowledge of the Esports industry, celebrating National Video Game Day and the opening of the new FIU Alienware gaming lounge for students in the Graham Center. Professor Soltero was interviewed by Telemundo and Professor Houston on NBC 6. Both professors will teach courses offered within the Esports Marketing Certificate at FIU.

The new Alienware FIU Esports Lounge has 39 gaming stations equipped with Alienware's best-in-class PC gaming hardware, including high-performance PCs and monitors, competition-ready keyboards and mice, high-definition headsets, ergonomic gaming chairs, and more. The lounge is one of the many ways FIU fosters the culture of esports at the university and supports students interested in gaming through academic programming, nationally competitive team play, and intramural comradery.

Alienware FIU Esports Lounge in the Modesto Maidique Campus' Graham Center.



Dr. Linnéa Chapman presents her research at the Association for Consumer Research Conference.

OOH LA LA

ACR IN PARIS

In September, Professor Linnéa Chapman traveled to Paris, France, to attend the Association for Consumer Research Conference, where she presented a recently published article (“**More than just your name: Public donations drive inferences of egoistic and altruistic motives**”) and an earlier-stage project (“**Generating Insult from Injury: Receiving Self Improvement Gifts Causes Negative Word of Mouth**”).

“I was grateful to represent FIU and spread the word about my research at this well-attended conference (1,800+ attendees),” said Dr. Chapman.

Left- Ana Valenzuela, Professor of Marketing at ESADE and Baruch College, CUNY, and Right- Dr. Linnéa Chapman, Assistant Professor of Marketing at FIU.





OUR NEW BOOK AUTHOR

WATCH OUT READERS

The FIU provost hosts an informal reception at the Modesto Maidique Campus Barnes & Noble bookstore to recognize faculty who have published books. Our very own Dr. Wendy Guess was recognized at this year's event for her two books, **The Culture of Dance and Marketing for Health, Wellness, and Fitness Professionals.**

The Faculty Authors section of the bookstore displays all submitted faculty publications, so don't miss your chance to check them out while visiting the FIU bookstore.

Dr. Wendy Guess with Dr. Kenneth Jessell celebrating the success of two published books at the Annual Book Author's Recognition Reception.



FACULTY MAKING A DIFFERENCE

FACULTY AWARD FOR ADJUNCT TEACHING



OUR WINNER

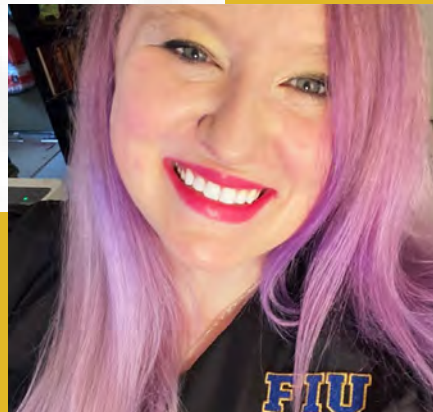
Adjunct Professor Jennifer Houston was nominated and received the Faculty Award for Adjunct Teaching.

INSPIRING EDUCATOR

Professor Houston teaches Honors courses: **“The Pursuit of Perfection”** and **“Changing the Game,”** where she continually inspires students to reach new heights.

“Extremely thrilled that Jennifer Houston, PhD - who teaches many Marketing courses for Florida International University - College of Business will be honored with the prestigious Excellence in Adjunct Teaching Award! She has been teaching Marketing Yourself and Consumer Behavior for us and is a favorite of our students, many of whom seek her out and take multiple classes with her. And she’s been leading our efforts to create new classes in Esports Marketing. Congratulations, Jen!”

- Kimberly Taylor
Department Chair



CONGRATS!

Your hard work and dedication have truly paid off—congratulations on this well-deserved achievement!

COB FACULTY RETREAT



REFLECT, CONSIDER, PLAN

On Friday, November 1st, 2024, department faculty attended the College of Business Faculty Retreat to enjoy time together with other faculty in the college and hear from senior leadership on new insights.

Department Chairperson, Dr. Kimberly Taylor with Department of Marketing & Logistics Faculty Members during the College of Business Faculty Retreat.





Left to right: Dr. Gregory Maloney (FIU Associate Teaching Professor), Sabrina Tretyakova (FIU student), Mike White (PayCargo), Maxwell Fera (FIU student), and Slohan Bezerra, (FIU student).

TAKING FLIGHT

TIACA FORUM

The PayCargo Logistics Program sponsored the 2024 International Air Cargo Association Forum, and Dr. Gregory Maloney, Director of the PayCargo Program, spoke at the forum to promote FIU and the College of Business Logistics and Supply Chain Management programs. Logistics and Supply Chain Management students attended the forum and met with industry professionals to learn more about opportunities within the field. **Ahead!**



Left to right: Romee Pavon (PayCargo), Maxwell Fera (FIU student), Gabriela Diaz (PayCargo), and Dr. Gregory Maloney (FIU Associate Teaching Professor).

Left to right: Sunny Chung
Pong Sin, Emilio Marin,
Fernando Rey, Patricia
Valdespino, and NASPO
Faculty Mentor, Dr.
Ronald Mesia.

GO FOR IT!

NASPO COMPETITION

On October 4th - 5th, 2024, FIU students proudly participated in the National Association of State Procurement Officials (NASPO) Supply Chain Case Competition in Raleigh, North Carolina. Competing alongside teams from nine universities nationwide, our students had just 24 hours to develop and present innovative strategies for evaluating and monitoring supplier diversity programs.

The event provided a unique opportunity to bridge classroom knowledge with real-world challenges, showcasing the creativity and problem-solving skills of future procurement professionals.

Logistics & Supply Chain
Management students
Patricia Valdespino,
Fernando Rey, Sunny Chung
Pong Sin, Emilio Marin, and
Dr. Ronald Mesia at the
2024 NASPO.



CONGRATS, GRADS!

FIU COMMENCEMENT CEREMONY



Department faculty attend spring commencement.

The Department of Marketing and Logistics faculty love attending commencement every semester to cheer on our new grads.

Best of luck on your new adventure!



Department faculty attend summer commencement.

UPLIFTING VOICES

SMA 2024 MENTAL HEALTH PANEL



Dr. Sinha was a presenter on **“You Are Not Alone: Mental Health and Academia”** panel at the 2024 Society for Marketing Advances Annual Conference with Dr. Catherine Hessick (Muhlenberg College), Dr. Brittany Beck (Appalachian State University), Dr. Ellen Campos Sousa (University Of Tampa), Dr. Nicole Kirpalani (St. Mary’s University), Dr. Sona Klucarova (University Of Nebraska At Omaha) and Dr. Sphurtti Sewak (Illinois State University).

“You Are Not Alone: Mental Health and Academia” panel at SMA Annual Conference





MSM Cohort 24 students in the MAR 6646 Marketing Research class with Dr. Jaclyn Tanenbaum and Professor Gustavo Mosquera.

RESEARCH ROCKS!

WATCH OUT, READERS

Master of Science in Marketing program Cohort 24 students in their MAR 6646, Marketing Research, class taught by Dr. Jaclyn Tanenbaum conducted hands-on marketing experiments.

During this fun and interactive activity, students work in groups to design, program, and conduct a marketing research experiment using real-world scenarios. Students from Cohort 23 stopped by to participate in the research fun! Once the data is collected, the students analyze the results and prepare an insights-driven presentation showcasing their research skills.



MSM Cohort 24 students in the MAR 6646 Marketing Research class.

HOT OFF THE PRESS

ACADEMY OF MANAGEMENT



Dr. Sebastián García Dastugue and two colleagues presented at the Academy of Management in Chicago last August 12th, 2024.

“The Sophistication Paradox: Management Practices and Bribery in Informal Firms in Anomie Contexts”

Authors: Rousseau, Horacio (Florida State University); Sebastián García Dastugue; and Shashank Rao

PRESENTING AT CSCMP

Dr. Sebastián García Dastugue presented a paper at the Academic Research Symposium/Council of Supply Chain Management Professionals.

“Supply Chain Entrepreneurship At The Bop And Crowdfunding Performance: A Signaling Theory Perspective”

Left to Right- Dr. Shashank Rao, Dr. Sebastián García Dastugue, and Dr. Deepak Iyengar presenting their paper at the Academic Research Symposium, CSCMP.

Nilakantan, Georgia Southern University

Dr. Sebastián Dastugue, Florida International University

Dr. Deepak Iyengar, Georgia Southern University

Dr. Shashank Rao, Auburn University



ARE YOU STILL WATCHING?

FIU ONLINECON 2024



Professor Elisabeth Beristain, Doctors Jae Hoon Lee, Nancy Richmond, and Vivian Chen were all in attendance at the FIU OnlineCon 2024 on Friday, October 4th, 2024, at the Lowe's Hotel in Coral Gables, FL.

INNOVATIVE LEARNING

The FIU OnlineCon is FIU Online's annual gathering for faculty to explore the latest in instructional technology, innovative learning tools, and best practices in online course design. This year's theme was: **"Are you still watching?"** and examined student engagement.

During the conference, our faculty explored how they can influence their viewers' (students') choices and shape their learning experience by enriching online learning with the growing influence of AI.



FACULTY SPOTLIGHT

DR. GREGORY G. MALONEY



Dr. Gregory G. Maloney is an Associate Teaching Professor in the Department of Marketing and Logistics within the College of Business at FIU. He is also the Director of the PayCargo Supply Chain and Logistics Program and teaches undergraduate as well as graduate classes in various master's programs such as the Master of Logistics and Supply Chain Management and the Master of Marketing programs.

Dr. Maloney has been with FIU for over 10 years and came to FIU with approximately 20 years of industry experience where he worked with multiple Fortune 500 businesses like Bacardi and Motorola. He uses his industry connections to create relevant experiential learning activities for his students as well as help them to find jobs and build their careers. **“My passion is helping and inspiring students to build their careers in a way that provides a meaningful and financially secure life for them and their families,”** said Dr. Maloney in a recent interview.

Through the support provided by the PayCargo program, Dr. Maloney is working to spread the word about careers in Logistics and Supply Chain and to create connections that help our students and our university; educating them about careers in Logistics. He is also the faculty advisor for the LSCMA (Logistics and Supply Chain Management Association) student organization where he helps to bring in speakers for student

meetings and helps to arrange visits to local businesses. This year the student organization visited both of the sea ports in South Florida along with several other local business tours. Dr. Maloney also created the PayCargo scholar program which brings a group of the top Supply Chain and Logistics students to Dallas for a tour of the American Airlines campus as well as the air cargo facilities at DFW. These activities, along with his participation in many industry events and conferences, is helping FIU Logistics to grow and become a true center of excellence in the Logistics and Supply Chain industry.



DID SOMEBODY SAY DR. ALAIMO?

I am delighted to announce that I have completed my Doctor of Philosophy in Ethical Leadership from St. Thomas University. This journey has been a transformative experience, equipping me with the knowledge and tools to contribute to the world of leadership knowledge.

TIRELESS EFFORTS

My dissertation, **“Developing Students’ Self-Efficacy Within U.S. Sales Programs - A Quantitative Study on its Relationship to Sales Success after Graduation,”** has been a cornerstone of this journey. This research provides valuable insights into fostering student confidence and preparing future ethical and successful business and sales leaders. I am eager to contribute my findings to the academic and professional communities as I continue researching and teaching to develop business and sales professionals at Florida International University.



A special thanks go to my work colleagues and mentors, Dr. Peter Dickson and Dr. Anthony Miyazaki, for offering their wisdom and superb research expertise for my study. I truly cherish your mentoring and the time you dedicated to sharing your knowledge. I also want to acknowledge the unwavering support from Dr. Kimberly Taylor and Professor Rafael Soltero. Your patience and support were instrumental in my successful completion of this doctoral degree, and I am deeply grateful for your guidance and encouragement.



Dr. Nicolò Alaimo with faculty and other students at St. Thomas University.

A LEGACY OF KNOWLEDGE

SHOUTOUTS

Dr. Andrea Patrucco was appointed Associate Editor for the **Journal of Supply Chain Management**.

<https://onlinelibrary.wiley.com/page/journal/1745493x/homepage/editorialboard.html>

He published a report analyzing the implementation of AI in State Procurement practices titled:

“AI-Powered Procurement: Harnessing AI’s Potential for More Efficient State Procurement Practices.”

The results of this report were presented at the National Association of State Procurement Officials 2024 forum.

<https://www.nascio.org/resource-center/resources/ai-powered-procurement-harnessing-ais-potential-for-more-efficient-state-procurement-practices/>

Dr. Suleyman (Cem) Bahadir was invited to join the editorial review board of the **Journal of Marketing** and the **Journal of the Academy of Marketing Science (JAMS)**.

Prof. Gustavo Mosquera and Dr. Nancy Richmond received the **Nicholls Award for Creativity in Undergraduate Teaching**.

FACULTY PUBLICATIONS

“Assessing the alignment between logistics education and the need in the field: A Necessary Condition Analysis. The Journal for Advancing Business Education, 6(2).”

Malka, S. C., & Austin, L. C. (2024).

On the relationship between modes of learning and graduates’ success in the field - the case of a logistics program: A necessary condition analysis.

Austin, L. C., & Malka, S. C. (2024).

“Navigating diversity in supply chain relationships: building trustworthiness through complementary and supplementary fits.”

H Ta, P Kumar, AR Hofer, YH Jin - International Journal of Physical Distribution & Logistics Management, 2024

<https://www.emerald.com/insight/content/doi/10.1108/ijpdIm-02-2024-0090/full/html>

“Reconceptualizing E-Logistics Service Quality (E-LSQ) in Emerging Contexts: The Case of Crowdsourced Delivery.”

H Ta, T Esper, AR Hofer, A Sodero – Journal of Business Logistics, 2024.

EXPERTS TALK

Dr. Craig L. Austin on Market Scale:

<https://marketscale.com/industries/retail/rfid-utilization-can-help-retailers-scale-unify-shopping-channels-and-transform-shopping-experiences/>
<https://marketscale.com/industries/software-and-technology/the-surge-of-smart-lockers-is-all-thanks-to-the-rise-of-ecommerce/>

Dr. Anthony Miyazaki Media Mentions

<https://marketscale.com/industries/transportation/is-the-supply-chain-ready-for-real-world-asset-tokenization/>
<https://www.the-sun.com/money/12775529/amazon-netflix-google-disney-click-to-cancel-subscriptions/>
<https://www.ecommercetimes.com/story/potential-meta-ai-search-engine-could-disrupt-online-ad-market-178131.html>
<https://www.bizjournals.com/dallas/news/2024/11/05/tipping-2024-presidential-election-consumers-wages.html>
<https://www.forbes.com/sites/edwardsegal/2024/11/10/80-of-surveyed-businesses-dont-have-plans-for-an-ai-related-crisis/>
<https://www.foxnews.com/media/anxious-americans-doom-spending-cope-election-economy>
<https://www.cmswire.com/customer-experience/everything-you-need-to-know-about-ftcs-click-to-cancel-rule/>
<https://www.bizjournals.com/southflorida/news/2024/11/28/miami-big-box-retail-store-closures-real-estate.html>

PhD NEWS

PRESENTATIONS

Dr. Joshua Dorsey, Dr. Linnéa Chapman, and Kaan Canayaz presented **“Like Comment Repost Repeat: Social Media Addiction and Consumer Well-Being in an Increasingly Connected Marketplace”** at the AMA Marketing and Public Policy Conference in Summer 2024.

Kaan Canayaz and Jaehoon Lee presented **“Emotional Attachment to NFTs: Structured Abstract”** at the Academy of Marketing Science conference in May 2024.

Robles, S., Hossain, Tofazzal., and Sakib, M. N. presented **“Consumer Ethical Orientations in Medical and Recreational Marijuana Consumption”** at Society for Marketing Advances Conference in November 2024.

WELCOME TO FIU!



We welcomed a new PhD student – Abdulelah Alshehri – in Fall 2024. Abdul is originally from Saudi Arabia and on a full scholarship from his home country. Prior to joining our program, he earned his master’s degree in marketing from the University of South Florida. As part of our program tradition for new PhD students, he shared his key takeaways from recent articles in premier marketing journals.

THREE MINUTE THESIS (3MT)



Doctoral student Shivam Agarwal participated in FIU’s 3MT competition, presenting his dissertation research in 3 minutes and was one of the two PhD students selected to represent FIU Business.

(SMA) DISSERTATION AND COMPETITION



Doctoral student Kaan Canayaz participated in the 2024 Society for Marketing Advances Dissertation Award Competition and was nominated as one of the eight best dissertations selected for presentation at the 2024 SMA.

PhD NEWS

PRESENTATIONS

Doctoral student Jake Polla and Dr. Walfried Lassar presented **“Adoption of Telecare Services for Aging Adults: A Behavioral Reasoning Theory Perspective”** at the Frontiers in Service conference in June 2024.



PhD PUBLICATIONS

Improving Healthcare Management Students’ Nonverbal Communication Skills: Development of a Teaching Tool.

Journal of Health Administration Education.
Sinha, J., Canayaz, K., & Serin, N. (in press).

DOCTORAL CONSORTIA



Kaan Canayaz was nominated to attend the American Marketing Science Doctoral Consortium held in Coral Gables, FL in May 2024.

ON A ROLL!

Kaan Canayaz was nominated to attend the Society for Marketing Advances Doctoral Consortium held in Tampa, FL in Nov. 2024.



Shivam Agarwal was nominated to attend the American Marketing Association Sheth Doctoral Consortium held in the University of Manchester, UK, in June 2024.

CONGRATS!

PhD NEWS

MINDS THAT INSPIRE



SMA 2024

Jake Polla and Abdulelah Alshehri volunteered at the Society for Marketing Advances in November 2024. Several of our current and former doctoral students as well as some of our faculty attended the conference.



CONGRATS GRADS!

The Master of Science in Marketing program and the Master of Science in Logistics and Supply Chain Management program both had a couple of cohorts that graduated during the summer.



For the MSM program, Cohort 22 & Online MSM Cohort 12 graduated.

For the MSLSCM program, Cohort 11 & Online MSLSCM Cohort 6 graduated.

In addition, both programs celebrated their best professor and best course awards.

For MSM (Cohort 22), Professor Yanyn San Luis received the Best Professor Award and the Best Course Award.

For OMSM (Cohort 12), Dr. Anthony Miyazaki received the Best Professor Award, and Prof. Gustavo Mosquera received the Best Course Award.

For MSLSCM (Cohort 11), Dr. Nicolo Alaimo received the Best Professor and Course Award.

For OMSLSCM (Cohort 6), Dr. Lathan Craig Austin received the Best Professor Award, and Dr. Alexandra Aguirre-Rodriguez received the Best Course Award.

MSLSCM Cohort 11 and OMSLSCM Cohort 6 graduates celebrating their graduation dinner with Faculty Director, Dr. Gregory Maloney.



MSM Cohort 22 and OMSM Cohort 12 graduates celebrating their graduation dinner

AMAZING!

The MSLSCM program graduates its 500th student!

CELEBRATING MAR 4025

MARKETING, SALES, AND STRATEGY COURSE



Experience our MAR 4025: Marketing, Sales, and Strategy course, which offers students a hands-on approach to mastering sales and marketing through a simulated entrepreneurship process.

In this course, students engage in dynamic, practical activities, working in groups to develop simulated startups. They apply concepts taught in class and benefit from the insights of guest speakers, including experts in AI, digital media, and successful entrepreneurs who share their real-world business models.

A key feature of the course is its strong learning-by-doing component. At the start of the semester, students pitch their ideas in a 45-second format. Afterward, the class votes on the best ideas. Selected project leaders then conduct a simulated interview and internal recruitment process, forming their teams by selecting classmates whose ideas were not chosen.

By the end of the semester, students participate in what we call our own private “Shark Tank.” After preparing extensively throughout the semester, they present their startup strategies in a 20-minute pitch to a distinguished panel of judges. This panel includes venture

capitalists, angel investors, C-level executives, and university professors—all real-world professionals. Following the presentation, the judges ask challenging, real-world questions for 10 minutes before casting their votes.

In addition, students individually participate as “student investors,” casting their own votes after analyzing the pitches. This dual-role approach teaches them not only how to present their projects effectively but also to develop critical thinking skills as individual investors, fostering a well-rounded entrepreneurial mindset. This experience immerses students in a real-world entrepreneurial environment, preparing them for future success.



ONE TEAM, ONE VISION

THE POWER OF WE EVENT

In higher education, we often find ourselves in silos—departments and disciplines quietly moving along separate paths. But with the rapid evolution of AI, a growing need for mental well-being, and the urgent call for sustainability, we can't afford to work alone.

Now more than ever, we must bridge our knowledge and unite to make a lasting impact. That's why we hosted the Power of We event at Florida International University, bringing together 40+ remarkable faculty and staff from Business, Nursing, Astrophysics, Architecture, Communications, Public Policy, Psychology, Education, Engineering, Hospitality, Social Work, Sustainability, and more.

This event even had its AI-created theme song, capturing the spirit of our collective commitment to innovation and collaboration. Picture a campus buzzing with connection—faculty and staff moving like butterflies and bees, cross-pollinating ideas, and sharing insights. We are building a more connected, compassionate, and impactful future at FIU. Our gathering was skillfully led by Vibha Tara, who traveled from India to guide us in an Open Space session. Her facilitation gave everyone a chance to host, speak, and listen, sparking meaningful conversations around well-being, innovation, and sustainability: How can we create inviting, “sticky” spaces for faculty and staff to connect, share, and grow? What steps can foster a culture that values joy, well-being, and resilience? How can we address food security and build a more sustainable campus? How do we expand international partnerships to broaden our impact? How can we bring more meaning and joy into work, creating a supportive, inspiring community? The ideas sparked that day are already coming to life! Faculty and staff are gearing up to host Open Space events, inviting everyone to connect and innovate.

WE ARE THANKFUL FOR THE TEAM



M&L

Department of
Marketing &
Logistics

Fall 2024 Department of Marketing and Logistics Newsletter created by student assistant Demi Ballantyne



PANTHER

SALES TOURNAMENT

Selling with Panther Pride: A Recap of the 2024 Panther Sales Tournament

This year, 59 competitors signed up to show off their sales skills during the **Panther Sales Tournament**. Thanks to support from our sponsors, the 17 winners were awarded a collective \$4000 in prizes for their efforts.

The focus of PST is its simulated sales role-plays in English and Spanish. In addition to that, students had the opportunity to compete in the 60-second Panther Pitch competition and participate in the sales-focused industry fair.

This year, we welcomed **Breakthru Beverage Group** as a first-time product sponsor of the competition. As a longtime partner of the

Global Sales Center, the Breakthru team did an excellent job of training competitors on their **Breakthru Now** digital platform. Competitors “sold” the service to general managers of fictional restaurants during the role-play competition, educating the “buyers” on the benefits of Breakthru Now.

Though initially postponed due to Hurricane Milton, the competition was ultimately held a bit differently this year. Competitors participated initial rounds on **November 19-21**, and qualifying participants were invited back for finals on **December 6**. Using a hybrid format, the competitors and buyers recorded their sessions at the **Global Sales Lab** while judges later evaluated the videos virtually.

(continued on page 5)



PST winners and sponsors pose together during the awards ceremony on December 6, 2024.

2024 PANTHER SALES CHAMPIONS

ENGLISH LANGUAGE COMPETITION

COMPETITOR	RANKING
JOSE OSORIO	ENGLISH CHAMPION
SARA LANDAETA	SECOND PLACE
TYRESE LEWIS	THIRD PLACE
SEBASTIAN DE LA PAZ	HONORABLE MENTION
VALERIE CARDENAS	HONORABLE MENTION



SPANISH LANGUAGE COMPETITION



COMPETITOR	RANKING
SARA LANDAETA	SPANISH CHAMPION
ERKKI ARPIA	SECOND PLACE
MARIA CAPOTE	THIRD PLACE
JUSTIN GARAY	HONORABLE MENTION

SPEED SELLING PANTHER PITCH AWARDS

CHAMPIONS	ROOM	RUNNERS-UP
Alexander Fermin	2	Alejandra Mavarez
Julia Nunes & Sebastian De La Paz	3	Juan Ortiz
Victor Morel & Sara Landaeta	4	Santiago Moyano
Maria Capote	5	Julissa Bruzon
Tyrese Lewis	7	Emily Jensen



SELLING WITH PANTHER PRIDE

CONTINUED FROM PAGE 2.

Throughout the tournament, competitors impressed the judges and buyers, including those representing **Breakthru Beverage Group** with their knowledge of sales skills as well as the digital platform. A huge thank you to our product sponsor for their dedication to training our student competitors leading up to **PST!**

In addition to our product sponsor, we would like to thank all the corporate partners who helped make the competition possible. Our platinum sponsors (**Adobe, HubSpot, Miami Heat, and PayCargo**), gold sponsors (**Enterprise Mobility, Fastenal, Kaseya, Nucleus Research, TK Elevator, UKG, and Watsco Ventures**), and silver sponsors (**A Customs Brokerage, ADP, Altria, Lilly, and NetApp**) are integral to the success of **PST** and the **Global Sales Center** as a whole.

Not only do their donations allow us to offer scholarships and professional development events to our students, but their time commitment as judges, buyers, and coaches during **PST** make the event a reality.

A very special congratulations to **Jose Osorio** and **Sara Landaeta** for earning first place in English and Spanish, respectively. We would also like to thank and congratulate all **PST competitors**, who worked hard to deliver outstanding performances, and invite them back to compete in future tournaments.

Whether you placed or not, you all are all winners! A complete list of awardees can be found at fiu-pst.com/winners.

Upcoming competitions:

Global Bilingual Sales Competition

February 13 and March 20-21, 2025
fiu-gbsc.com

Panther Sales Tournament

October 8-10, 2025
fiu-pst.com



Panther Sales Tournament competitors with coaches Dr. Alaimo and Professor Soltero.