

The Pacific Institute Names CEO and CMO to Grow Into the Next 50 Years

Human Potential Unleashed! Maximizing human performance through mindset empowerment solutions for individuals, teams, and organizations.

HOLLYWOOD, FL, UNITED STATES, March 24, 2022 /EINPresswire.com/ -- The Pacific Institute ("TPI"), a global training and consultancy firm with over five decades of expertise delivering solutions that help companies drive maximum performance for individuals, teams, and organizations, announced today the expansion of its executive leadership team with the naming of Mark Panciera as Chief Executive Officer and Pam Moore as Chief Marketing Officer. With Mark and Pam's appointments, the company is poised to continue its hyper-growth as one of the industry's most comprehensive providers of human performance solutions for the SMB to Fortune 100 market.



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Pam Moore CMO The Pacific Institute

“

I am proud to be taking on this role at TPI during a time of such need for accelerated individual and team performance within organizations, transforming cultures globally.”

Pam Moore Chief Marketing Officer

Mark takes on the role of CEO after over two decades of leadership experience within TPI leading multi-million-dollar sales and go-to-market teams. Throughout his career, Mark has specialized in accelerating performance in high growth companies, teams, and individuals.

"I'm extremely excited to take the helm at TPI to lead the company into our next 50 years of changing lives and company cultures as we continue our impressive growth," said Mark. "I'm looking forward to expanding into new markets, strengthening our relationships with our

partners, and continuing to build the leading human performance company on the planet."

Pam joins TPI with more than 25 years of marketing and product management leadership roles across technology services in the public and private sector. In addition to Pam's corporate experience in enterprise hardware, software and services, she founded Marketing Nutz over 10 years ago, where she has helped drive digital transformation for many of the world's largest brands including IBM, Adobe, L'Oréal, PlayStation, Crowe, Emerson, British Council, Re/Max, British Council, ServiceMaster and more.



Mark Panciera CEO The Pacific Institute

"I am proud to be taking on this role at TPI during a time of such need for accelerated individual and team performance within organizations" said Pam. "TPI has led the market since 1971, developing high performance humans that drive high performance cultures that last. Now is the time to focus on our own digital transformation to deliver an amazing customer experience at scale to all levels within an organization."

About The Pacific Institute:

The Pacific Institute (TPI) is a global [human performance training](#) & consultancy firm with over five decades of expertise in delivering customized solutions that empower organizations and individuals to improve performance and reach their full potential. Founded in 1971 by Lou and Diane Tice in Seattle, Washington, TPI has served clients in over 60 countries and 23 languages. It has worked with over half of the current Fortune 1000 companies, as well as governments, professional athletes and sports teams, and many other organizations. To date, more than 7 million people around the world have participated in its programs.

For Press Inquiries please e-mail: press@thepacificinstitute.com

Pam Moore

The Pacific Institute

press@thepacificinstitute.com

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