

## JOHN'S PROFILE

John Rossi started his career as a customer service representative for New York Telephone (a/k/a NYNEX and later Verizon). John, a 1979 graduate of St. John's University, was motivated by the telephone company's tuition reimbursement program and in 1989 earned his master's degree from NYU. With a master's in telecommunications, and a promotion to supervisor, John applied for an opening in the company's highly competitive Management Career Development Program. John was accepted and soon promoted to a Product Management position in the company's Marketing and Regulatory division.

By the late 1980s the combination of government oversight, advances in broadband and the emergence of cellular services rapidly reshaped the traditional "telephone industry". In 1992 John launched TeleTech Associates, Inc., just as dozens of new companies were venturing into the uncharted waters of highspeed data and the internet. These new industry entrants heavily recruit employees from college campuses. These dynamics created a demand for professional sales and technical training.

TeleTech needed industry specialists and John reached out to the best trainer he had ever met, Tony Tataseo. Tony, as luck would have it, had just retired. Tony was the lead facilitator for TeleTech's classroom workshops conducting sessions across the country.

Because workshop attendees were frequently recruited from campuses training modules were designed to mirror seminars typical of colleges and universities – this traditional "brick and mortar" convention would eventually yield to digital and virtual workshops but thrived throughout the 1990s and even into the early 2000s.

While Tony stewarded leader-led training John focused on new and evolving digital platforms for training. TeleTech, small and nimble, was quick to rollout online training but by 2010-2011 the pendulum for online training swung away from smaller firms to larger, and higher capitalized, companies.

TeleTech adapted to this shift by refocusing its training and teaching experiences into the K-12 market. More specifically, public and non-public schools seeking consultants that understood the regulations of the [Federal E-rate program](#) and, ideally, understood technology and classroom training.

At the same time Tony retooled leader-led content, originally developed for corporate training, for colleges and universities. Please see Tony's bio on this [webpage](#).

