

# USF CONNECT

## **Pleson Software Corporation Joins the Tampa Bay Technology Incubator Affiliate Program**

April 4, 2012  
Tampa, Fl

USF CONNECT would like to welcome its newest company, [Pleson Software Corporation](#) to the Tampa Bay Technology Incubator (TBTI) Affiliate Program. The company was founded in 2010 by Robert Campbell, a marketing professional with 20 years of extensive sales and marketing experience in start-up, turn-around and rapid growth stages of business. Campbell's expertise in pricing, strategic marketing, team building and sales process development have led him to executive roles at successful health-care companies including Hospital Corporation of America, Charter Medical, and National Medical Enterprises.

### **About Pleson Software Corporation**

Pleson Software Corporation is a consulting firm providing cost-effective [SaaS predictive analytic business software](#) designed to identify top prospects, reduce sales cycles, and diminish customer acquisition costs. DARWIN, Pleson's sales tracking software, features unique adaptive learning capabilities that use hundreds of algorithms to target which leads to pursue and which leads to drop in a matter of seconds. Compatible across a multitude of industries, Pleson Software Corporation helps its clients by freeing up valuable resources resulting in higher results with less effort.

### **About USF CONNECT and the TBTI**

[USF CONNECT](#) focuses on the needs of Tampa Bay's technology and bio/life sciences entrepreneurs throughout the business life cycle. We provide the facilities, partners and resources for successful business development. We offer access to technologies, workforce programs, technology commercialization, critical research equipment, and incubator facilities. USF CONNECT adds value and delivers targeted, high level expertise when your business needs it most.

[The Tampa Bay Technology Incubator](#) (TBTI) is one vehicle through which USF CONNECT grows successful companies. TBTI supports technology research as a catalyst for economic development and advocates the creation and development of facilities for high-technology companies and related support functions.

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