



## **PJM Consulting Announces Morettini on Management Video Series**

Video Series will cover Software Industry Management and Marketing topics

SAN DIEGO, Calif., April 4, 2013 – PJM Consulting announced today that it has released a new video version of it's popular "Morettini on Management" Blog.

The video series is aimed at software industry CXOs who prefer to consume content in a video format rather than a traditional text article. The content of the videos will cover similar topics such as P&L management of software companies, M&A, strategic partnerships, distribution channels, product marketing & management, sales management, international business development, venture capital & private equity and organizational development.

Three initial videos have been released to date with more to follow on a regular basis. The first video is [Selling and Marketing through the VAR Channel](#) which discusses the do's and don'ts of using the VAR channel. [A Software Startup Case Study](#) details the creation of a commercial software product business within a larger defenses services company. [5 Factors to Evaluate Whether you have a Winning Corporate Culture](#) examines the key things to measure whether your culture will contribute to your business's success. An up-to-date master playlist of all videos in the series can be found at:

<http://www.pjmconsult.com/MorettinionManagementVideos.htm>

Mr. Morettini is a senior executive with extensive experience in both Fortune 500 tech companies and early stage software companies. He has served as a CEO, VP/General Manager and VP, Sales & Marketing across a number of high tech market segments. In 2000, he founded PJM Consulting to serve the software, hardware and semiconductor companies in need of outside expertise and senior management bandwidth.

### **ABOUT PJM CONSULTING**

PJM Consulting is a Management Consulting firm that provides [General Management Strategy](#), [Product Marketing Strategy](#), [Business Development](#) and [Interim Management Services to Software & High Technology companies](#). The company was founded in 2000, is privately held and based in San Diego, CA. USA. Phil Morettini's publishes a Blog on the PJM Consulting website: [Morettini on Management](#) can be found at <http://www.pjmconsult.com/index.php>. The company also publishes a free [monthly newsletter for Software and Technology Executives](#). Sign up for the PJM Consulting newsletter at <http://www.pjmconsult.com/data/newsletter.htm>.

Note to Editors: Photos are available on the PJM Consulting website or via the contact below:

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