

Helping Businesses Start, Grow and Succeed

News Release



Small Business Development Center at UCF

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FOR IMMEDIATE RELEASE

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Rafael Martinez-Pratts Named Area Manager at SBDC at UCF *Will Manage SBDC's Kissimmee - Osceola County Office*

Orlando, FL – The Small Business Development Center at University of Central Florida (SBDC at UCF) today announced that it has named Rafael E. Martinez-Pratts as Assistant Director of the SBDC at UCF. He will be responsible for managing the SBDC at UCF's satellite office in Kissimmee, Florida and will provide consulting services, seminars and workshops aimed at assisting SBDC at UCF clients in Osceola County to start, grow and become more successful businesses.

"Kissimmee, Osceola County and the SBDC at UCF are fortunate to have attracted Rafael Martinez-Pratts as our new Area Manager" commented Eunice Choi, Regional Director of the SBDC at UCF. "His extensive business and teaching experience, when combined with a strong background as a marketing and business development professional, makes him an ideal choice to consult with and assist the SBDC's clients as they navigate the challenges faced by small businesses as they seek profitable long-term growth."

Martinez-Pratts joins the SBDC at UCF after an accomplished career in marketing management, business analysis and development, e-marketing, market research and marketing strategy, most recently as a marketing executive at Control Micro Systems in Winter Park, FL. In addition, he has been a course director at Full Sail University and a member of the adjunct faculty at Polytechnic University, also in Winter Park. Martinez-Pratts earned a BA in Business Administration from Florida International University and an MBA in Marketing from Regent University.

For more information about the SBDC at UCF, contact Hal Thayer at hthayer@bus.ucf.edu or call 407.420.4850.

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With its main office in the National Entrepreneur Center (formerly the Disney Entrepreneur Center) now located at the Fashion Square Mall in Orlando, the Small Business Development Center at the University of Central Florida (SBDC at UCF) is part of the UCF College of Business Administration and the Florida Small Business Development Center Network, providing business seminars and no-cost, one-on-one business consultation to small business owners. The SBDC at UCF serves an eight-county area that includes Brevard, Flagler, Lake, Orange, Osceola, Seminole, Sumter, and Volusia counties and maintains seven satellite service centers. In 2011, the SBDC at UCF helped entrepreneurs create or retain 1,517 jobs, win contract awards worth \$28.9 million, acquire \$17.7 million in capital formation, and increase sales by \$51.9 million. The SBDC at UCF is funded in part through a cooperative agreement with the U.S. Small Business Administration.

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