



Stony Brook University
College of Business

PROTEGRITY Advisors®

The Entrepreneurs Edge
Success on Long Island

SBU College of Business in Cooperation with the SBU Office of the Provost Is Pleased to Welcome



Eugene Alletto
CEO/Quarterback/Founder
BEDGEAR®

Tuesday November 14, 2017
7:00 to 8:30PM
Wang Center Theater

Meet & Greet Reception Begins at 6:00PM in the Theater Lobby

Join an exciting evening as visionary business leader Eugene Alletto is interviewed by Joe Campolo, Advisory Board Chairman, Protegrity Advisors. Mr. Alletto will discuss his journey from humble beginnings in Hempstead to becoming one of America’s most dynamic business innovators.

Eugene Alletto, CEO/Quarterback/Founder—BEDGEAR Performance®

Eugene founded BEDGEAR® — a rapidly growing lifestyle brand of PERFORMANCE® bedding in 2009. His global reputation as both an innovator and creative visionary has propelled him in ranking on the Inc. 500 list of fastest-growing companies in 2012 and Crain’s New York Fast 50 Companies in 2013 and 2014. Eugene was also the winner of the 2015 EY Entrepreneur of the Year Award in New York and recently announced a global expansion to open 500 Performance Sleep Shops in China.

Seating is Limited! Register here: <https://goo.gl/j7kTcH>

For questions, please contact Bruce Newman • (631) 619-6745 • bnewman@protegrityadvisors.com

