
Albert B. Ciuksza Jr.

518 Dawson Avenue | Bellevue, Pennsylvania 15202 | (412) 596-0848 | albert@ciuksza.com | ciuksza.com

Career Experience

Director, Pittsburgh Impact Initiative | Allegheny Conference on Community Development *April 2011 – Present*

- Core Responsibilities
 - Develop and implement a first-in-nation strategy to target economic development support to growing companies in the 10-county Pittsburgh region as identified by research conducted by Dr. Gary Kunkle of Outlier LLC and sponsored by the Team Pennsylvania Foundation
 - Serve as public advocate for the needs of Impact companies through the implementation of traditional (print, radio) and social media (Twitter, Facebook, LinkedIn and blogging)
 - Lead systems development to improve communication amongst Impact companies and support organizations on behalf of the Pittsburgh Regional Alliance
 - Collect qualitative and quantitative data and identify potential opportunities for assistance, and connect those companies to critical resources

Market Research Analyst | Allegheny Conference on Community Development *May 2006 – April 2011*

- Accomplishments
 - Led data collection activities that resulted in *FDI Magazine*, a publication of the *Financial Times*, which resulted in two *North American City of the Future* awards for the Pittsburgh region
 - Wrote PHP/MySQL-based web application to compile and archive Regional Business Headlines, a daily publication that reaches more than 1,500 business leaders in the Pittsburgh region
 - Conceived comprehensive merchandising plan to support the Pittsburgh region's Pittsburgh 250 initiative
- Core Responsibilities
 - Co-developed and assisted in implementing a social media strategy to assist the organization in its Pittsburgh 250, economic development and workplace initiatives
 - Develop comprehensive strategies to actively prospect domestic and international companies that would benefit from the Pittsburgh region's unique strengths; specific focus on energy and environment
 - Fulfill the needs of stakeholders through standard and advanced market intelligence methodologies

Director of Marketing | Hipwell Manufacturing Company *October 2004 – May 2006*

- Accomplishments
 - Developed and executed marketing strategy, including a new identity package
 - Worked with the CEO to develop a business strategy that included the identification of three potential acquisition candidates, compiling a business plan for investment into the business, data gathering and due diligence on the three target acquisitions, assisting in the negotiations with the target companies and
 - Created product management strategy that included the development of new products and the elimination of unprofitable lines

Pharmacy Services Analyst | McKesson Automation, Inc. *June 2001 – June 2004*

- Accomplishments
 - Proposed a new labeling system for difficult-to-label medications, leading to a patented type of label stock and a new revenue stream for the company
 - Developed pricing models with product managers for new service offerings that surround McKesson Automation's flagship product and helped justify implementation to senior management
 - Proposed and led the redevelopment of payroll and personnel management processes, which replaced a labor intensive paper-based system with a less-expensive and more manageable IT solution

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Relevant Experience

Principal | PortaBeer LLC

July 2009 – Present

Founding member of three-time finalist PortaBeer LLC, a Pittsburgh-based start-up that has launched a retail website and is in development of a groundbreaking beer dispensing product that will be launched in Q2 2012. Involved in all aspects of the business, including web development, product development, marketing, operations and patent-writing.

Principal and Vice President of Marketing | EYENAVISION Inc.

July 2007 – Present

Founding member of EYENAVISION Inc., a Pittsburgh-based start-up that has achieved 100% employment growth and 400% revenue growth in four years. Served as Vice President of Marketing through March 2009. Responsibilities included business plan development as well as marketing strategy and tactical implementation.

Independent Consultant

June 1996 – Present

Extensive experience in applying marketing, business and analytical skills to client challenges that lead to expected outcomes.

- Industry experience: Arts & hospitality, construction, consumer products & retail, health care, information & communications technology, manufacturing, motorsports, personal services, real estate, and sports (events, individual athletes, teams, leagues)
- Project experience: business planning (market research, competitive analysis), financial modeling (financial metrics and pro-forma projections), web development (LAMP infrastructure), graphic design (illustration and photo editing), video editing, and social media strategy and implementation

Board Member | 3 Rivers Connect

November 2008 – Present

Apply marketing and business skills to assist the Finance & Revenue Diversification and Audit committees to build and implement a strategy that continues to make 3RC a positive force in the community

Leadership Development Initiative XV | Leadership Pittsburgh, Inc.

September 2007 – June 2008

LDI is a nine-month-long program for high-potential young professionals. This creative and innovative leadership training utilizes data-driven training models and access to experts to develop future regional leaders.

Education

Joseph M. Katz Graduate School of Business | University of Pittsburgh | Pittsburgh, PA

Fall 2009 – Present

Master's of Business Administration in Marketing

Anticipated Graduation Date: August 2012 - Current G.P.A. 3.8 / 4.0

Awards: Big Idea Competition Finalist, American Express Case Competition Top-Three Team

Saint Vincent College | Latrobe, PA

Fall 1999 – Spring 2002

Bachelor of Science in Business Management

Graduation Date: May 2002 - Overall G.P.A. 3.48 / 4.0

Texas Academy of Mathematics and Science | University of North Texas | Denton, Texas

Fall 1997 – Spring 1999

The Texas Academy of Mathematics and Science is a unique residential program for high school-aged Texas students who are high achievers and interested in mathematics and science. While living on campus at the University of North Texas, students in this two-year program complete a rigorous academic curriculum of college coursework during the years they would normally consider their junior and senior years in high school.