

Cian C. Robinson

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Education:

Carnegie Mellon University, Pittsburgh, PA

M.S. in Public Management and Policy

Area of Concentration: Financial Management

Saint Vincent College, Latrobe, PA

Bachelor of Science in Mathematics

Work Experience:

2002-Present: President, Robinson Ventures, LLC

Robinson Ventures, LLC is a strategy and development consulting firm whose areas of concentration include nonprofit management, governmental business development, and economic development projects. Robinson Ventures clients have experienced positive ROIs on every engagement and our services have resulted in over \$40 million in new revenues, donations, and/or earmarks in the last eight years. Our services include:

- Economic development: benefits negotiation, business recruitment, feasibility studies, entrepreneurship programs, market assessments, sector analysis. While our services cover all sectors, we specialize in the information technology, innovation/design, education and arts sectors.
- Fund development auditing, planning and training.
- Capital and endowment campaign feasibility studies, planning and management.
- Government relations.
- Outsourced development services including: Interim Director of Development, grant writing, sponsorship development, membership development, major gifts cultivation, and training.
- Strategic planning.
- Board development and training.
- Product and service development.
- Events management.
- Social entrepreneurship and earned income development.
- Media and public relations management.
- Marketing, PR, and fund raising material construction.
- Governmental contract construction and bid writing including General Services Administration (federal), Seaport-e, and multi-state contract writing.

2000-2002: Executive Director, infoTech Niagara, Buffalo, NY

InfoTech Niagara is a trade association of 300+ information technology companies located in the eight western counties of New York State. Acting as an economic development agency for the information technology community, infoTech Niagara's primary goal was to return the Western New York region to economic prominence through the development of a vibrant information technology sector. As the Executive Director of this organization, my responsibilities centered on completing this objective through:

- Member Growth: In 2000, infoTech Niagara had 30 member companies. By 2002, membership was increased over 1000% to 300+ companies or roughly a 40% market share. New member acquisition occurred at the rate of one company per week. Budget and revenues were increased four-fold while cash-on-hand was quintupled.
- Workforce Development: infoTech Niagara brought over \$6 million in workforce development funding to Western New York, benefiting 27 member companies. \$3 million was granted from the federal H-1B Visa program. \$3 million was granted from the New York State 58-G program, a program designed to specifically help the information technology sector in New York State. Both grants were structured as consortiums.
- Event Programming/Networking: infoTech Niagara averaged 2 events per month. Average event attendance went from 50 in 2000 to 100 companies per event in 2002. Event topics ranged from very technical subjects to business help forums to networking socials. Through monthly networking socials, on-line communications (web site and email), quarterly newsletters and an annual directory, the networking of member companies to one another and the entire Western New York community was the foundation of infoTech Niagara.
- Government Relations: As a founding member of the Information Technology Council of New York State (ITCNYS), a coalition of information technology trade associations (located in Albany, New York), infoTech Niagara helped determine and set public policy and economic development initiatives for the information technology sector in New York State. In addition, infoTech Niagara had made itself well known to Western

New York's local, state, and federal delegations. InfoTech Niagara's Public Policy Committee met annually to appraise the Western New York delegation of infoTech Niagara's public policy goals and objectives.

- Marketing: infoTech Niagara had helped elevate the image of Western New York from one that is primarily industrial to that of an economy with a burgeoning information technology sector. Through the collaboration with the regional marketing initiative, the Buffalo Niagara Enterprise, infoTech Niagara continued to market, and prove, that Western New York's high technology assets created an environment primed for companies within the information technology sector.
- Business Development: infoTech Niagara was a founding member of the Entrepreneurial Services Network, a coalition of economic development organizations and trade associations that sought to encourage technology business and job creation by supporting Western New York's high tech entrepreneurs. Additionally, infoTech Niagara formed an internal committee, the Business Development committee, whose purpose was to act as a peer review, mentoring, and venture capital networking group. For infoTech Niagara, collaboration is the keystone.

1999-2000: Chief Information Officer, Buffalo Niagara Partnership, Buffalo, NY

As Chief Information Officer (CIO) of the Buffalo Niagara Partnership, it was my responsibility to help guide the organization toward its goals, specifically as it related to information technology, telephony, research, operations, internships and special projects. This required leadership at many levels. From forming and guiding the internal teams necessary to define business processes, to representing the Partnership on external policy matters (hence representing our membership), to making the day to day management decisions necessary to run the organization, the CIO was a highly visible position, accountable to 6 departments, 4 affiliates, the CEO/President and a 70 member board of directors.

Projects/Accomplishments:

- Who Does What: A commission to study internal and external Erie County relationships, functions, and services. Lead founding and design of commission. Commission Project Manager was a direct report. Lead IT sub-committee.
- Buffalo Niagara Enterprise: Regional marketing initiative whose goals were 50,000 net new jobs and \$1 billion in new investment. Active in start-up and operation of the organization from a staffing perspective. Acted as adjunct CIO.
- Buffalo Niagara Charter School Initiative: Received \$90,000 grant from the Oishei Foundation, to establish 5-10 charter schools in the Western New York region. Initiative has established six schools.
- Western New York Works: Received a \$50,000 grant from the state to establish an information feed back loop to help businesses and educators/trainers determine the workforce development needs of Erie and Niagara Counties.
- Workforce Training Program: Received a \$250,000 grant to implement customized training programs for Western New York companies who demonstrate need. Tied to Western New York Works initiative.
- Buffalo Niagara Collaborative Web Enabled Job Search Databank: Received \$75,000 grant from the state to establish a regional jobs web site. The web site, www.iambuffaloniagarajobs.com, became active as of July 2001 and averages 1 million hits per month and 30,000 unique users.
- New Uses Task Force: Founding member of task force formed to determine if a bio-industrial based economy is viable for Western New York. Initiative is now titled Bufflink and is helping implement the regional Bioinformatics agenda.
- Year of "e": Architect of fundamental cultural change for the Buffalo Niagara Partnership by moving the organization toward an electronic environment.
- Event Programming: Responsible, along with Director of Regional Development, for creating and implementing the e-commerce event series. Budget goals exceeded by 50%.
- Membership development and retention: Worked closely with the Membership Development Department to help retain existing members, and identify, solicit and acquire new members and corporate sponsors.
- Increased revenue through enhancing existing products and services offered as well as creating new products and services. Identified and prioritized vendor partners for services provided by the Buffalo Niagara Partnership. Develop partnership opportunities across complex product and service lines to generate maximum revenue opportunities in various departments within the company, including management of relationships and contract negotiations with key suppliers, technology vendors, and service providers.
- Use professional and interpersonal skills to work effectively with leaders from the public, private, and community sectors. Create regional policies related to Internet and telecommunications law, planning, and infrastructure. Testified at official public hearings. Analyzed local, state, and federal proposed legislation. Advocacy on various other issues.

1998-1999: Coordinator of Strategic Planning and Market Research, Roswell Park Cancer Institute

- Managed the data collection processes for the Strategic Planning, Marketing, and Public Relations department. Data collection included internal patient information, product and services data, competitive environment data, employer data, insurance data, physician data, financial information, PR contact information, market segmentation, demographics, and regional economic data.
- Lead business and strategic planning initiatives. Formulated decisions based on data collected and analysis performed.
- Responsible for inpatient and outpatient primary research projects which included but not limited to survey instrument development, behavioral analyses, patient satisfaction, and delivery channel analyses.
- Lead contact for a healthcare coalition study that focused on the affordability and quality of the Western New York healthcare network.
- Developed analysis tools to process data collected. These included patient information and PR contact databases.
- Consulted on all information technology decisions within the department.

Other Employment:

1997-1998: Senior Market Research Manager, Verdi Ryan and Associates, Williamsville, NY

1995-1997: Pricing Analyst, First Empire State Corporation, M&T Bank, Indirect Lending, Buffalo, NY

1994-1995: Revenue Fiscal Analyst I, Department of Revenue, Bureau of Fiscal Policy, Harrisburg, PA

1993-1994: Teaching Assistant, Heinz School, Carnegie Mellon University, Pittsburgh, PA

Professorial Experience:

2007- Pres: Adjunct, Patrick Henry Community College, Martinsville, VA

Adjunct professor in the Workforce Development Department teaching:

- **Email Etiquette and Microsoft Outlook:** Designed and delivered a series of classes regarding company email policies and the appropriate usage of company email.
- **Frontline Leadership:** Developed and delivered a series of classes regarding government management for tier one (front line) managers. The classes included training in communication, leadership, coaching of direct reports, customer service, and performance reviews.
- **Grants Development (PBS136):** Developed and delivered a course on grant development, writing, and management. Final course product (project was a completed grant application).

2004-2006: Adjunct, Bryant and Stratton College, Buffalo, NY

Adjunct professor in the Business Administration Department teaching:

- **Advanced Writing and Research (ENGL305):** The course provided skills and opportunities to perform extensive, in-depth research pertinent to a wide variety of professional and/or academic fields that additionally demonstrates the usefulness of collaboration.
- **Entrepreneurship (BUSS305):** The course focused on how to start a business. It examined the personal traits of an entrepreneur, the advantages and disadvantages of owning a business, new start-ups and franchising.
- **Topics in Ethics- Mass Media (SOSC318):** The course provided an examination of the nature of technology and the media. Particular emphasis was placed on present day ethical problems raised by the ever increasing prevalence of technology and the media in all aspects of life.
- **Operations Management (BUSS340):** The course provided an opportunity to understand and apply operation management principles and techniques. Additionally students developed and applied project management techniques to simple and complex projects.
- **Organizational Behavior (BUSS350):** In this course, students explored how to fit into today's dynamic organizations, and how to understand and interact with the realities of the business and organizational experience. Emphasis was focused on managing conflict and change through the utilization of creative problem solving techniques.

Community Involvement:

Boards of Directors and Affiliations (Martinsville, VA area; 2006 to present):

Carlisle School, Former Board Member

Kiwanis Club of Martinsville, Board Member

LEAD Virginia, Class of 2008; Alumni Chair of the Southern Virginia Region.

Martinsville and Henry County Chamber of Commerce, Past Member, Government Relations Committee

Martinsville and Henry County Economic Development Corporation, Small Business Mentor FASTRAC Program

Patrick Henry Community College Small Business Investment Forum, Past Chair

Piedmont Youth Soccer League, Coach

Boards of Directors (Buffalo, NY area; up to 2006):

Amherst Chamber of Commerce

Brush up Buffalo

Charter School of Applied Technologies

Grace Manor Health Care Facility

Information Technology Council of New York State

Society for Information Management (SIM), Western New York Chapter

Niagara Frontier Industrial Education Council

Advisory Councils (Buffalo, NY area; up to 2006):

Advanced Communications Committee - City of Buffalo

Computer Advisory Committee – Town of Orchard Park

D'Youville College – Information Technology Department

Erie 1 BOCES – Information Technology Steering Committee

Hilbert College - Economic Crime and Investigation Department

Literacy Volunteers of America Buffalo and Erie County- Advisory Council

Trocaire College – Information Technology Department

Who Does What Commission - Amherst

WNED Community Advisory Board

Awards:

LEAD Virginia, Class of 2008: LEAD VIRGINIA connects diverse leaders to promote a statewide perspective about the quality of life in the Commonwealth. Participants in this educational forum grapple with challenges, opportunities and major issues facing the Commonwealth. Technology, health, military, government, education, economic development, industry, immigration and transportation are among the topics participants explore. LEAD VIRGINIA stirs the knowledge, understanding and leadership capacities of participants to LEAD VIRGINIA toward a better future.

2006 Amherst Chamber of Commerce Small Business Champion Award: Awarded to an individual who promotes small businesses above and beyond the call of their professional duties and responsibilities.

2005 40 Under 40 Award: Given to those individuals, under the age of 40, who are considered to be Western New York's up and coming leaders.

2004 Pathfinder Award: Given to those who promote excellence in education via strategic partnerships between education and industry.

Entrepreneur Next Wave 2003: Awarded by the Upstate Alliance for Innovation, a collaboration of 3 Universities: Rochester Institute of Technology (RIT), State University of New York at Buffalo (UB), and University of Rochester (UR). The Award was funded through a National Science Foundation (NSF) grant. The mission of the Award and the Alliance was to create a regional community of innovators to act as accelerators for commercialization of their discoveries and technologies, energizing upstate New York and strengthening the economy.

Leadership Buffalo, Class of 2000: Leadership Buffalo develops existing and emerging leaders from diverse backgrounds and perspectives in order to increase their knowledge of community issues, broaden their vision, and enhance their individual and collective ability to lead. Graduates serve in leadership positions throughout all sectors and help create positive momentum that will help thrust the Buffalo Niagara region forward.