

# RANDY P. SEITZ

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## ECONOMIC DEVELOPMENT EXECUTIVE

Senior development and operations executive with 17-year record building prosperous communities by attracting business investment that create thousands of jobs. Excels in both planning and executing strategies, modernizing and expanding industries, and filling industrial parks. Talented communicator who inspires consensus and rallies people to action.

Strategic Planning • Team Building • P&L Management • Restructuring • Budgeting  
Operations Management • Goal Setting • Investor Presentations • Fundraising • Policy Making  
Marketing Initiatives • Economic Partnerships • Product Development • Territory Management

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## Professional Experience

**OIL REGION ALLIANCE OF BUSINESS, INDUSTRY AND TOURISM (ORABIT)** Oil City, PA • 2005–Present  
*Regional membership agency focused on attracting business and tourism to NW PA National Heritage area.*

### President and Chief Operating Officer

**Delivered strong ROI for economic development efforts in area experiencing decline.** Recruited to lead newly formed organization created from consolidation of 4 separate agencies. Set strategic direction for economic development and tourism activities, and propel awareness of ORABIT through media and community outreach. Strengthened organization's online and social media presence with Facebook and Twitter sites. Manage 3 industrial parks, \$2.8M budget and 4 VP direct reports impacting 16 staff.

- Jumpstarted business-building efforts through effective strategies and programs.
  - In first 10 months, filled regional industrial park that had been vacant for 11 years.
  - Attracted average of 2 companies per year to area during tenure.
  - Supported creation and retention of 2,000 jobs.
- Secured funding for infrastructure development and job training.
  - \$60M+ in capital investment to area for job creation and retention.
  - \$350K of state funding for local worker training and job placement assistance.
- Turned around financial position of organization by increasing membership 400%, selling assets, and introducing cost controls.
  - Reduced debt from \$6M to \$200K in 6 years.
  - Increased annual income from \$1M to \$2.8M.
- Led change initiative to integrate staff from 4 formerly separate agencies. Established a new accountability-based culture, adjusted positions according to need, and created new policies.
- Delivered \$3.2M in new tourism spending through strategic initiatives including obtaining Federal designation for region as a National Heritage Area.
- Personally raised \$1M to fund ORABIT efforts, and led organization's real estate investment project that produced 800% ROI in less than a year.
- Appointed in 2007 and 2009 by Gov. Ed Rendell to Governor's Council on Rural Affairs. Selected for Gov. Tom Corbett's Transition Team in 2010 to shape economic development reform.

**RANDY P. SEITZ AND ASSOCIATES DBA CEO STRUGGLES**

Franklin, PA • 2004–Present

*Consulting firm specializing in economic development, investment attraction, strategic planning, executive coaching, board development and site location/development services.*

**President and Chief Executive Officer**

**Gained recognition as a thought leader and executive coach through consulting engagements and social media presence.** Provided leadership development training for volunteer board members.

Launched Twitter, Facebook, and blog sites for interactive communication with nonprofit and corporate leaders.

- Retained 100 jobs and added 50 new jobs by helping a Texas company secure \$1M in grant funding and \$200K in low-cost loans from local community government.
- Led negotiations with bus manufacturing company to locate facility in area, resulting in \$15M community investment and 200 new jobs.
- Trained local YMCA board members in fund development and co-led fundraising effort that produced \$60K for children's programming.

**ENCANTO SNACK PRODUCTS, LTD.**

Harlingen, TX • 2002–2004

*US subsidiary of \$80M Fritos Encanto de Monterrey, leading Mexican distributor of snack foods; 1,000 employees.*

**President and Chief Executive Officer**

**Launched company's US operations and market entry, resulting in profitable sale after just 2 years.**

Held full strategic and P&L responsibility for subsidiary producing snack foods with authentic Mexican flavors, directing operations, sales, marketing, finance, and workforce development. Managed 2 VPs, CFO, COO and 2 regional managers.

- Grew company from zero to \$3M before factory even opened by forging a productive agreement with DSD distributors. Annual revenues climbed to \$12M in 2 years.
- Planned and led construction of 45,000 sq. ft. state-of-the-art manufacturing and distribution facility, and established entire operational and sales infrastructure.
- Created strategic partnership with Coca-Cola in the southwest resulting in co-branded offers to consumers that increased sales in that area by 25% and captured consumers from Pepsi/Frito-Lay.
- Achieved 6.5% increase in sales every month by developing network of independent distributors to cultivate markets in CA, NM, TX, CO, NC and FL.
- Positioned company as attractive acquisition target by achieving full profitability in just 2 years.

**MISSION ECONOMIC DEVELOPMENT AUTHORITY**

Mission, TX • 2001–2002

*Economic development agency for city of Mission, TX with 5 employees and \$1M budget.*

**President and Chief Executive Officer**

**Attracted high-profile companies and thousands of jobs through cost-effective programs.** Established agency's strategic plan and goals to achieve impressive economic development results. Developed marketing programs to sustain 100% occupancy of city's industrial park.

- Created generous early rental incentives to compel investing contractors to build spec buildings for city.
- Developed successful campaign to brand Mission as a tourist and industry gateway into Mexico.
- Secured developer to build a 100,000 sq. ft. logistics and distribution facility.
- Persuaded T-Mobile to fill empty 75,000 sq. ft. facility and create more than 1,000 new jobs.

**HARLINGEN AREA CHAMBER OF COMMERCE**

Harlingen, TX • 1998–2001

*Chamber of commerce with \$2.2M annual budget and 20 employees.***Director of Economic Development**

**Slashed unemployment rate** through successful economic development efforts. Generated marketing campaigns with powerful messages. Built and managed 3 industrial parks in city.

- Recruited national companies such as Penske Logistics, Panasonic and Universal Lighting, and foreign companies including Encanto from Mexico and Harmony Green from Japan.
- Reduced unemployment rate from double digits to 6% by attracting 27 new companies providing 10,000 new jobs and \$200M in new investment.
- Innovated cross-border strategic partnership with neighboring community in Mexico.
- Influenced building of international bridge into Mexico to improve travel and communications.
- Received State of Texas award for success in bringing investments and jobs to South Texas.

**Sales Manager – SUMMIT MANUFACTURING / DUNKIRK INDUSTRIES**

Fredonia, NY • 1995–1998

Doubled sales to \$2M annually for fabricator of tube assemblies.

**Research Analyst – GREATER BUFFALO PARTNERSHIP**

Buffalo, NY • 1993–1995

Supported economic development efforts with analyses of demographic and economic data.

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**EDUCATION**

MBA, Clarion University School of Business – Clarion, PA, 2009

BA in Biology, D'Youville College – Buffalo, NY, 1994

**AFFILIATIONS**

Pennsylvania Governor's Council on Rural Affairs (appointed by Gov. Ed Rendell), 2007–Present

Pennsylvania Governor's Transition Team (appointed by Gov. Tom Corbett), 2010–2011

Franklin Area School District – Elected School Board Member, 2009–2013

Franklin YMCA – Board Member, 2006, 2007, 2009; Chairman 2010–2011