

**ALAN ACKERMAN**  
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## EDUCATION

### **MASTERS OF BUSINESS ADMINISTRATION**

Binghamton University, Binghamton NY, December 1998

### **BACHELOR OF ARTS**

The Pennsylvania State University, University Park, PA, June 1991

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## PROFESSIONAL EXPERIENCE

### **CUSTOMIZED ENERGY SOLUTIONS – PHILADELPHIA, PA**

**2007 – Present**

#### *Consultant*

*October 2007–Present*

Supporting the business activities for a number of clients as related to the Operation and Market design of the NYISO. Included in these responsibilities is the analysis of Market trends for future business investments; providing regulatory coverage and consulting on the activities of the NYISO; tracking evolving market rules and assessing their impact on client business. Currently serving as the NYISO Price Responsive Load Working Group Chair.

### **ASTELLAS PHARMACEUTICALS – Deerfield, IL**

**2006 – 2007**

#### *Senior Professional Representative*

*December 2006–October 2007*

Promote, generate and maximize sales of three products to Primary Care Physicians and Urologists, including lead development, budget management, marketing and account management. Coordinate closely with physicians to ascertain requirements and promote product suitability while coordinating activities with counterparts.

### **PROFESSIONAL DETAILING, INC. – Saddle River, NJ**

**2003 – 2006**

#### *MS Diagnostic Specialist – Athena Diagnostics Program*

*August 2006–December 2006*

Specifically chosen to take advantage of an opportunity promoting new guidelines in the treatment of MS to neurologists. Responsible for attaining sales goals, mentoring sales representatives and developing new and existing physician relations. Achieving significant increases in diagnostic testing business both in dollars and reach.

#### *District Sales Manager – AstraZeneca Cardiovascular Program*

*July 2004–April 2006*

Led pharmaceutical sales and business development operations for Crestor, Atacand and Nexium throughout the Upstate New York District, including management, training and motivation of nine sales representatives in attainment of company sales goals and performance targets. Coordinated with customers throughout entire sales and account management process to develop strong business relationships and ensure highest levels of customer service and satisfaction. The AstraZeneca contract ended in April 2006.

#### *Pharmaceutical Sales Representative*

*March 2003–July 2004*

Maximized sales to Primary Care Physicians, Internal Medicine and Cardiologists, including promotion of cardiovascular medications, with responsibility for ensuring attainment of company sales and market expansion objectives. Worked closely with counterparts to meet sales goals.