

Chris Tonkovic
Senior Consultant

As an Align FSC consultant, Chris assists clients in assessing their competitive posture with respect to their brick and mortar and ATM infrastructure, leveraging extensive geo-demographic data to maximize their businesses.

Prior to his affiliation with Align, Chris worked with Chuck Bruney at IBT on a major Asian-American marketing engagement, where he developed segment-based market share information over a bank's forty branch network and helped define profit-maximizing locations based on their target customer groups for five new branches. The market segmentation analysis of the Bank's branch network footprint provided the basis for assessing market shares and penetration among Asian-American sub-segments.

In a separate project, Chris provided extensive analysis of the trade area of a proposed branch serving the Hispanic market, including detailed household segmentation and competitive presence. Chris co-founded Decision Data Resources in Atlanta, which helps communities and real estate professionals utilize web-based GIS mapping and data research tools to better compete for economic development. This included, most notably, the State of Texas in its successful bid for Toyota's new North American assembly plant.

Chris led the American Community Network in Atlanta, which advises communities on improving the speed and quality of their responses to requests from site location consultants. In addition, he also led the design and implementation of advertising campaigns for placement in Urban Land and Business Xpansion Journal.

Chris worked with Walker Companies and focused on location site selection projects across the U.S. for distribution and manufacturing clients including

Continental General Tire Co. (*the firm was a 2001 recipient of the Site Selection/William Dorsey Service Provider Award for Continental General's Gainesville, Georgia facility*).

Chris holds a Master's degree in City and Regional Planning from the Georgia Institute of Technology (*Georgia Tech*), and a Bachelor's degree in Business Administration from the University of Rhode Island.

