



FOUNDER & LEAD TRAINER • SKAYLE360

Chris Ciunci

25+ years scaling small businesses. The trainer behind SCALE UP.

25+

YEARS SCALING
BUSINESSES

300+

MA LEADERS TRAINED

9.8

NET PROMOTER SCORE

5★

PROGRAM REVIEWS

— ABOUT CHRIS

Chris is a seasoned entrepreneur, leader, marketer, and published author with over **25 years of experience** developing and implementing growth strategies for hundreds of small and mid-size companies. He is renowned for his success in growing and positioning companies for profitable exits, combining business acumen with a natural ability to address intricate organizational challenges.

As the founder and former managing partner of **TribalVision**, a Boston-based full-service marketing agency, Chris led the company to consistent profitability for over a decade. With a 14% compounded annual growth rate since its founding, TribalVision earned the title of Inc 5000 Fastest Growing Company four times, was named a five-time Best Places to Work winner, and was honored as a Most Innovative Company.

Recognizing that breakthrough, sustainable growth extends beyond marketing alone, Chris launched **Skayle360** to introduce a more holistic approach — encompassing strategic planning, team building, marketing, sales, and AI integration. Through SCALE UP, his flagship training program, he has now trained **300+ Massachusetts leaders**, earning a 9.8 Net Promoter Score and consistent 5-star reviews. His methods are distilled in his book, *SCALE UP: Unlocking the Potential of Your Small Business*.

RECOGNITION & RESULTS

A track record you can *train with confidence.*

When you join SCALE UP, you're learning from someone whose work has been recognized by the U.S. Small Business Administration, Inc. Magazine, the Boston business community — and the 300+ leaders he has personally trained.

HONORS & AWARDS

- | | |
|--|---|
| 01 SBA Small Businessperson <i>of the Year</i>
Awarded by the U.S. Small Business Administration in recognition of business leadership and impact. | 02 Smart CEO <i>Boston Future 50</i>
Recognized by SmartCEO Magazine as one of Boston's 50 most influential and fastest-growing companies. |
| 03 Inc 5000 (<i>four-time honoree</i>)
TribalVision named to Inc. Magazine's Fastest Growing Companies list four times under Chris's leadership. | 04 Best Places to Work (<i>five-time winner</i>)
Awarded for fostering an exceptional company culture during his tenure leading TribalVision. |
| 05 Most Innovative <i>Company</i>
Recognized for category-defining work in marketing strategy and execution for SMB clients. | 06 93% <i>Glassdoor CEO Rating</i>
Sustained employee approval over a decade as CEO — well above industry benchmarks. |

SCALE UP PROGRAM RESULTS

- | | |
|--|---|
| → 300+ <i>Massachusetts leaders trained</i>
Across multiple cohorts of CEOs, executive directors, and senior operators. | → 9.8 <i>Net Promoter Score</i>
Among the highest NPS scores in the executive education category. |
| → Consistent <i>5-star reviews</i>
Cited for clarity, depth, and immediate applicability to participants' businesses. | → 14% <i>compounded annual growth</i>
TribalVision's CAGR since founding — the operator playbook now taught in SCALE UP. |

EDUCATION

GRADUATE

Yale School of Management
Master of Business Administration (MBA)

UNDERGRADUATE

Swarthmore College
Bachelor's Degree

WHY TRAIN WITH CHRIS

An operator first. *A teacher second.*

Chris doesn't teach from textbooks. He teaches what worked when he was building TribalVision — and what continues to work for the businesses he advises today.

HIS TRAINING PHILOSOPHY

Chris's training philosophy is simple: **no academic frameworks for their own sake**. SCALE UP is built around 20 growth templates — a 1-year strategic growth plan, a marketing strategy, an AI roadmap, and 17 more — that participants fill in for their own business as they go.

Every cohort ends with a complete plan that's already in motion. No homework left over. No theory that doesn't translate. Just an operator who has done the work, sharing what works.

WHAT SCALE UP GRADUATES SAY

"FAR exceeded expectations. I'm not the type who gives all 5's — but this was the best course I've ever taken."

Todd Civin
SMILEMASS

"Chris is the consummate business leader, teacher, and mentor. He brings deep experience helping businesses achieve their goals."

Eric Basta
NH MEP

"The AI portion blew my mind and will be put to use immediately. Very generous with sharing materials and support."

Jean Mineo
BELLFORGE ARTS CENTER

"Exactly what our team needed. The group work aligned with the content. A game changer for us."

Christine Monska
WOMEN'S FUND SOUTHCOST

READY FOR THE NEXT STEP?

Reserve your *cohort seat*.

Fall 2026 cohort: Sep 15 – Nov 19. Fully funded for qualifying MA businesses through the WTFP Express Grant.

APPLY NOW →