

Wayne Maceyka: About Me

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I grew up in a town of about 1500 people on the edge of the Pioneer Valley in southwestern Massachusetts. Heading west from my childhood home took me up into the Berkshires while heading east took me down toward the Connecticut River. "Outside" is where I grew up; the woods were my back yard. A father that pointed out "critters" and other natural wonders and a grandmother that bought me a subscription to a children's nature magazine called [Ranger Rick](#) helped feed my curiosity and appreciation for the great outdoors.

In 1994 I received my Mechanical Engineering degree from [Worcester Polytechnic Institute](#) (WPI) in Worcester, MA and promptly started my career in customer-facing roles. I spent my first six years in sales with the [Festo Corporation](#), leveraging my technical background, extroverted nature, and desire to help people to create a successful sales career, with increasing responsibility, strong inter-company ties, and growth potential.

In the early part of the last decade, I began questioning my assumptions about our economy and my career path and started my self-study in sustainability. I came to the conclusion that our current economic system is broken when it comes to valuing the environment and humanity - and I wanted to do something about it. In November of 2001 I decided to take my professional skills and seek new experiences that more closely aligned with my values and desire to create positive change. I decided to go car-free and worked in both the [retail](#) and [manufacturing](#) segments of the bicycle industry. I became active in transportation advocacy with [Massbike](#) and the [AltWheels Alternative Transportation Festival](#) through about 2007. I also decided to explore the alternative energy industry with a marketing support role at a small start-up called [Beacon Power](#). Throughout these experiences I sought to make positive contributions through my natural curiosity, desire to draw the best from people, and ability to communicate with coworkers and customers of various backgrounds. I spent time as a Marketing Manager, contributing to the development of social media avenues as with [Mettler-Toledo](#), a \$2 billion public company focused on analytical instrumentation.

To help develop my business skills and holistic understanding of sustainable business I decided to invest in my education by attending the [Bainbridge Graduate Institute's](#) (now [Pinchot University](#)) cutting edge experiment in sustainable graduate business education; I graduated with my Sustainable MBA in June of 2009. In my two years there, I learned about systems thinking, the nature of change, working in diverse teams, intrapreneurship, unleashing group creativity, and how we as individuals affect those around us. It was an exciting, illuminating, challenging, and humbling experience.

To scratch my local economy entrepreneurial itch, I helped multiple small businesses and organizations with strong sustainability missions launch and develop their social media communities in 2010 and 2011. I then served in an advisory role for a New Hampshire based, locally-focused online shopping business from 2013 - 2015. Now, I'm working enthusiastically with other Hinesburg folks to launch a coworking / innovation space in Hinesburg. It's call [HinesburgHUB](#). More to come on that!

My family and I are recent Vermonters. I joined [SunCommon](#), now Vermont's largest residential and community solar installer, in February of 2014. My family (wife and two sons aged 5 and almost 2) soon followed that summer. We spent 1.5 years living in South Burlington and recently bought a home near the Village in Hinesburg. We're thrilled to be here.

In my professional and volunteer lives, with experience in independent retail, large international private and public companies, and small start-up companies maintain a spirit of inquiry. I thoroughly enjoy helping connect people, businesses, and organizations that share similar interests and passions to help them succeed in my work and personal life. I'm looking forward to diving into our new community!

