

Albert DiRoberto - President, Founder - DIRO Studios

Sport Marketing, Media Strategist & Entertainment Business Expert

A native of Utica, New York, Al moved to California in 1985 to pursue a career as a comedian and comedy actor. Al has raised three children. Oldest is daughter Tara, who is a California high school teacher, coach and trainer. Next is son Torrey, former NHL pro hockey player with Buffalo, Anaheim and Columbus. Torrey is also partner and co founder of DMG. Youngest is daughter Tesia, also a teacher in Southern California. Both daughters received their Masters Degrees from Cal State colleges. Al resides in Rancho Cucamonga with his wife Jennifer and stepdaughter Mialee.

Education

AS - Electrical Technology - *NYU*
BT - Bachelor of Technology - Electrical Mechanical Technology - *NYU*
AA - Multimedia Design - *Cal State Chaffey College*
Certificate – DV Filmmaking - *HFI Hollywood Film Institute CA*
Comedy Writing & Acting - *Second City Theater - CA*
Master Professional Coach - *USA Hockey - CA*

Experience

TECHNICAL

Electrical Appliance Technician - *Airflow Refrigeration* 1985-2000
Sound & Vibration Test Engineer - *Carrier Corporation* 1978-1985

SPORT & ENTERTAINMENT MARKETING

President, Founder – TV Film *DIRO Snack Film Studios* 2008
President, Cofounder – TV Commercials *DMG Digital Marketing Group* 2005-2009
Producer – TV Film *Gigapix Studios* – 2008
Sales Executive – Web Print Advertising B2B *Los Angeles Newspapers* 2008
Sales Executive – *John Elway's Crown Toyota* 2005
GM General Manager – *Wayne Gretzky Roller Hockey Center* 2003
Editor Publisher / Founder – California Sports Magazine *Surfside Hockey News* 1998 -2003
President & Executive Producer – Digital Film Studio *Surfside Productions* 2000 - 2005
Coach/GM – Pro Roller Hockey *CIHL Victorville Rattlers* 1995
Head Coach & Co Creator – AAA Hockey Program *Los Angeles Jr. Kings* 1986-92
President – Non-profit Amateur Hockey Corporation New York- *GUYH* 1980-1985
Sport Marketing Consultant – *NHL Anaheim Ducks, LA Kings, WCHL, LB, San Diego* 1998-2003
Writer Story Consultant – feature films *Mighty Ducks* 1990s
Comedian – toured Comedy Clubs, college circuit throughout U.S. 1979-2005
Worked with *Jeff Foxworthy, Paul Reiser, Sponge Bob Tom Kinny, Sam Kinison, Bill Hicks*
Ice & Roller Hockey Player – *Jerry Bruckheimers Hollywood Celebrity Team* 1997-2000
Actor – ABC-TV: *NYPD Blue* 2003, *Less Than Perfect* 2002, *Playboy's Private Party Jokes*, Shorts.
Comedy Club Manager & Producer – *Lily Langtry's Comedy Shop*, NY 1980-82

Sport Marketing Consultant & Creator NHL team & *Anaheim Jr. Ducks* AAA Hockey Program 1993-96
Special Hire by *Michael Eisner, CEO Disney* - Credited with developing California ice & roller hockey players for NHL Draft (7, including son Torrey, 1st NHL drafted California roller hockey player) and college (50+). Took California hockey players in 1986 from the worst rated in America, to the best rated in America in 2003. The California AAA 17 year olds won the USA Ice Hockey Nationals in 2003.

Special Skills: TV commercial, short film, & comedy: producing, writing, directing, acting, editing. Digital Cinematography using DV, miniDV and HDV in studio, green screen or on location. Non-linear editing experience with Premiere, Final Cut Pro, AfterFX, Photoshop, Soundtrack, Live Type, DVD Pro, Mac/PC.