



FOR IMMEDIATE RELEASE

Contact: Pamela Keilson
Acumen Building Enterprise, Inc.
Phone: 510.530.3029
marketing@acumentransit.com
www.acumentransit.com

Acumen Launches Revamped Website, Social Media Outreach

Fast-growing professional consulting services firm increases its impact with new brand identity and more robust web presence, including LinkedIn, Facebook profiles

Oakland, CA, Dec. 8, 2010 — Acumen Building Enterprise, Inc., a leading provider of professional consulting services to the transportation infrastructure sector, unveiled its new brand and expanded use of social media today. With a new logo and tagline: Improving the nation’s transportation infrastructure, as well as a completely revamped website and new profiles on LinkedIn and Facebook, Acumen continues its track record of effective use of technologies to increase productivity, improve effectiveness and give back to the community.

Walter E. Allen, a Navy veteran who founded Acumen as a sole proprietorship in 1994 to help finance his graduate degree work in civil engineering/project controls at UC Berkeley, says, “We revamped our brand and web presence to capture the exciting growth Acumen is experiencing, with new transit clients across the U.S., our AcuFare Smart Card Reader System and infrastructure work with BART and Amtrak. We pride ourselves on our ingenuity, technical savvy and flexibility, and I think this new logo, website and our growing use of social media, and a new blog will allow us to more rapidly achieve our goals.

“Our current focus is to expand transportation service across the nation from Hawaii to Washington, D.C.; roll out the AcuFare system nationwide for small transit agencies and special security applications; improve the nation’s transit infrastructure through a better fare collection experience and high-speed rail; and continue to be a solid source of jobs and small-business opportunities.”

Acumen’s clients run the gamut from large transportation agencies such as the Los Angeles County Metropolitan Transportation Authority, San Francisco Bay Area Rapid Transit District and the Washington Metropolitan Area Transit Authority, to private corporations including Jacobs Engineering, Parsons Brinckerhoff and Visa International.

The fast-growing firm also supports a wide array of local and state government initiatives with top-flight engineering, cost-effective project controls and ground-breaking technology implementation. Acumen is improving the nation’s infrastructure — and its business profile — one project at a time.

###

[Acumen Building Enterprise, Inc.](http://www.acumenabe.com) is a professional consulting services provider that specializes in infrastructure management and intelligent transportation systems.