

SUMMARY

Experienced and accomplished Executive/Entrepreneur with expertise in the areas of strategic management, venture capital, start ups, private equity, product management, global portfolio management, investment management, investment analysis & modeling, corporate finance, risk management, software development, economic & strategic analysis. Thrives in challenging, fast-paced environments; collaborates well with teams and boards of directors to deliver value.

PROFESSIONAL EXPERIENCE

SALESFORCE, INC., San Francisco, CA **2015-present**

Salesforce is the industry leader in cloud computing and the 4th largest software company in the world

Head of Pricing and GTM Strategy for Platform

2019-present

- Partner with COO and General Managers of Platform verticals (Mobile, Analytics, AppExchange, Communities, Lightning, Platform Products, Heroku, IoT, Security, Identity, DX, and Marketing) to increase the value of Salesforce Platform through material increases to:
 - Salesforce Platform revenue generation,
 - Salesforce Platform market position leadership growth, and
 - Salesforce Platform cost center optimization
- Partner with Salesforce Ventures and Corporate Development identity investments and/or acquisitions to fill product or strategy gaps to enable expansion of Platform vision.

Director, Product Management – Head of Mobile Identity; Identity and Authentication

2015-2019

- Design vision and roadmap for the development of the Mobile Identity Platform.
- Manage the own product strategy for Salesforce Authenticator, User Linking Services, Authentication Intelligence, and Auth Broker.
- Drive outbound industry vision through presentations at relevant conferences, including RSA, CIS, Identiverse, TrailheaDX, Dreamforce, and SXSW.
- Advise Salesforce Ventures team regarding Identity and Security related investments.
- Co-managed the product development of the Salesforce Identity Platform (200 Release).

THE MCCOMBS SCHOOL OF BUSINESS – THE UNIVERSITY OF TEXAS AT AUSTIN, Austin, TX **2012-present**

The Finance Program at the McCombs School of Business is ranked in the top 5 in the US according to USN&WR

Adjunct Professor/Lecturer, Finance Department (Non-tenured faculty)

Associate Director, Hicks, Muse, Tate Private Equity Center

Faculty Director, Bay Area for McCombs Program

- Design curriculum for and teach professional certification finance component for the Veteran's Accelerated Management Program (VAMP).
- Design curriculum for and teach graduate-level finance elective FIN 394 – New Venture Finance.
- Design curriculum for and teach Master of Science of Technology Commercialization (MSTC) finance course STC 386.1 – Financing New Ventures.
- Design curriculum for and teach upper-division finance elective FIN 377.2 – Financial Risk Management (Derivatives).
- Design curriculum for and teach upper-division finance elective FIN 377.5 – Energy Financial Risk Management.
- Design curriculum for and teach upper-division finance elective FIN 372 – Corporate Development; M&A.
- Design curriculum for and teach product management / entrepreneurship seminar for Bay Area for UT scholars.

THE IOVINE AND YOUNG ACADEMY – THE UNIVERSITY OF SOUTHERN CALIFORNIA, LA, CA **2018-present**

The I&Y Design Academy at USC is leading the way in reshaping

Adjunct Professor/Lecturer, Master of Science of Integrated Design, Business and Technology (Non-tenured faculty)

- Design curriculum for and teach graduate-level strategy core course ISDN-525.

Adjunct Professor/Course Designer, Master of Science of Product Innovation

- Design curriculum for graduate-level advanced entrepreneurial product management course

TURBO INDUSTRIES, LLC, Austin, TX **2015-present**

Turbo Industries is the Alexander Family Office holding company

President

- Negotiated, acquired, restructured, operate, and scaled Double Horn Brewing Company, LLC (Marble Falls, TX).
- Negotiated, acquired, restructured, operated, and exited with positive ROI, Napoli's Craft & Kitchen, LLC (Bee Caves, TX).
- Negotiated, acquired, restructured, operate, and scaled Noon Spoon Café, LLC (Marble Falls, TX).
- Advise and provide strategic consulting through subsidiary, Coldin Group, LLC (Austin, TX).
- Negotiated, acquired, and operate commercial charter service, Turbo Air (Austin, TX)
- Negotiated, acquired, and operate short-term rental property, Turbo Telluride (Telluride, CO)

TOOPHER, INC., Austin, Texas – ACQUIRED BY SALESFORCE 4/1/15**2011-2015***Toopher is a software company delivering security solutions for online services***Co-Founder & Chief Executive Officer**

- Founded and grew Toopher, a SaaS security solution, from ideation stage to a >5X return exit for institutional investors.
- Procured \$2.9 million Series A preferred stock financing from Silicon Valley institutional venture capital firm(s).
- Managed and coordinated corporate strategy, sales, marketing, finance, operations, and collaborated on technical development.
- Generated and led client-firm relationships of Fortune 500 companies, including Citigroup, Barclays, USBank, and GE.

DURBIN BENNETT, Austin, Texas**2010-2012***Durbin Bennett is an independent, integrated wealth management practice***Senior Advisor, Investment Management Group**

- Manage allocation and investment decisions for \$800 million assets under management (AUM) to deliver optimized risk-adjusted return and outperform predefined benchmarks.
- Lead client relationships across practices, including tax strategy, financial/estate planning, and investment management to integrate services for clients.
- Engage in business development activities to increase value of brand, awareness and AUM.
- Develop and publish financial/economic research and guidance for internal and external dissemination.

LUCAS PETROLEUM GROUP, INC., Austin, Texas**2009 – 2010***LPG is a privately-held energy company, focused on conventional oil and gas exploration and production.***Chief Financial Officer & Senior Portfolio Manager**

- Successfully designed and completed corporate refocus, turning the firm around from net loss to profitability.
- Created a strategic financial / risk management system and maintained oversight of system making the firm more efficient, accountable, and secure.
- Supervised and integrated finance department, including accounting, trading, portfolio management, and M&A, resulting in greater productivity through cross-functioning collaboration.
- Developed and launched a new initiative, LPG Capital LLC, facilitating external investment in privately sourced strategic opportunities, providing positive returns to investors and greater firm exposure to growth resources.
- Advised Educational Advancement Foundation, on all financial issues, including risk management, strategic asset allocation, and distributions. (Affiliated with LPG)

MUNDAY ENTERPRISES, LLC, Austin, Texas**2004 – 2008***Munday Enterprises is a privately-held company for proprietary trading, automotive, and healthcare investments.***Vice President of Finance, 2007 - 2008**

- Strategically managed two long/short, one macro, and one market neutral portfolio(s) with assets exceeding \$80MM, consistently generating positive risk-adjusted returns.
- Supervised/mentored a team of portfolio managers, leveraging different asset classes and trading styles, creating superior returns without increasing correlation to market.

Senior Portfolio Manager, 2004 - 2007

- Reported directly to the CFO and managed a long/short equity-derivative portfolio with \$11.5MM+ exposure, generating positive risk-adjusted returns.
- Supervised/mentored a team of analysts, performing due diligence and creating high-quality research and trading strategies used for portfolio management and long-term strategy.

Portfolio Manager, 2004

- Ensured sound decision-making, by performed due diligence on equities and derivatives for portfolio integration.
- Consulted for subsidiary, HealthCare Facilities Development (HCFD), on land acquisition, real estate development, ownership structuring, and capital financing, providing financial guidance on myriad transactions.

NAVIGANT CONSULTING, INC. (Formerly Tucker Alan), Dallas, Texas**2003 – 2004****Consultant**

- Led team of associates while retooling medical claim processes for 80+ facilities for a large healthcare insurer, generating timely work product.
- Performed funds-tracing analysis on securities transactions in a large investment portfolio for a major brokerage house, guaranteeing compliance and creating evidence of an efficient system.

AWARDS / HONORS

AUSTIN 40 UNDER 40	FINOVATE-FALL 2014	ABJ TECH TITAN 2014	AUSTIN TECH COUNCIL	TEXAS WIRELESS SUMMIT	AUSTIN CHAMBER OF COMMERCE A-LIST
WINNER	BEST IN SHOW	WINNER	START UP WINNER	BEST START UP	

PUBLICATIONS

Generation Vega: a novel – Alexander, 2010
Target Date Funds: Fulfilling Needs of Mismanaging Assets? – Alexander, Geczy, Freedman, Valentine, 2009
Retiring in Today's Economy – Alexander, Freedman, Valentine, 2009

ISSUED PATENTS

Two Factor authentication systems and methods – US 8,578,454 B2 – November 5, 2013.
Two Factor authentication systems and methods – US 9,531,702 B2 – December 27, 2016.

EDUCATION / CERTIFICATION / LICENSURE

The University of Pennsylvania, Philadelphia, Pennsylvania
M.C.I.T., Computer Science and Applied Machine Learning, (Expected 2022)

The University of Pennsylvania, The Wharton School, Philadelphia, Pennsylvania
M.B.A., Finance and Strategic Management with Honors, May 2009
 First Year Honors, Director's List / Executive Speaker Committee – Chair
 406 Venture Capital Partners – *Intern*, Boston, Massachusetts

The University of Texas at Austin, Austin, Texas
B.B.A., Finance with Honors, May 2003
B.A., Plan II Honors Program with High Honors and Special Honors
 Phi Beta Kappa, Dean's List
 PhD Economics Math Course (UT Austin), August 2017

Stanford University, Stanford, California
Professional Certificate, Software Security Foundations, August 2011
Machine Learning Course (Coursera), July 2016

CFA Charterholder, June 2011 / Series 65, July 2011

ACTIVITIES / LANGUAGES / TECHNICAL SKILLS

Board Member, Finance Committee – Emancipet (2011-present)
Associate Producer, Board Member – TEDxAustin (2011-2013)
Board Member – Hebrew Free Loan Association (HFLA) (2012-2013)
Chair, Awards Committee – Association for Corporate Growth (ACG), Central Texas (2011-2012)
Due Diligence Committee Member – Innovation + (2011-2)
Lecturer – Austin Center for Design (2011)
Member – Texas Hedge Fund Association, IMCA, CFA Institute, CFA Society of Austin, Texas Exes;
Teacher – Junior Achievement; **Mentor** – Texas Venture Labs; **Contributor** – Austin Entrepreneur Network
Languages – Spanish (working knowledge), MATLAB, Python (some knowledge)
Advanced Skills: Excel, Word, PowerPoint, SAS JMP, Photoshop, Crystal Ball