



IAN ALEXANDER

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ABOUT ME

Accomplished and results-oriented sales executive highly regarded for generating revenue and creating innovative solutions to complex business problems. Dedicated team leader and experienced consultant with expertise spanning such areas as marketing, reporting and analytics, public speaking, account administration, tech tools and solutions, and numerous facets of automation, energy, AI, and robotics. Proven history of building and motivating high-performing teams that surpass all expectations. Leverages strong communication skills to foster long-lasting relationships with colleagues, clients, and stakeholders alike. Thrives in fast-paced, collaborative, and diverse environments, and holds a wealth of a high-level expertise for the modern marketplace.

EXPERIENCE

Ember Labs | Denver, CO

Founder & Principal

October 2020 – Present

- Led product growth and GTM strategy using total market review (TAM, SAM, SOM) for several startups across cybersecurity, robotics, and cryptocurrency resulting in updated web content marketing, restructured product architecture, and 200% revenue growth.
- Developed Web3 solutions for public crypto offerings, crypto wallets, and wallet architecture for HNWI and Family Offices.
- Provided professional services including sales strategy, pipeline development, database analysis, technical product consulting, data management, and cloud implementation for clients in Energy, Robotics, Agriculture and Healthcare.
- Created sales forecasts and managed CRM data of over 1,300 leads and opportunities to provide product growth and marketing strategy for sales growth targets of \$5MM increase YoY.
- Contract -Director of Sales & Product Leader (Boulder, CO, 03/23-10/23): GTM product leader in charge of implementing new product strategy based on market analysis of manufacturing and robotic automation resulting in a 200% increase in sales opportunities.
- Managed 40-person engineering team to develop and implement custom robotics software solutions for 15 industry clients including NASA, Applied Logix, Kuka, Tormach, Yaskawa, Staübli.
- Contract -Healthcare big data firm (Profit Optics, Richmond, VA, 10/20-04/21): Lead-Consultant for data-driven DevOps strategy, project management, and product development; processed large datasets for business intelligence projects with VLOOKUP and MACROS to provide market insights and updated data formatting.
- Built a web UI tool used for complete project management, including Gantt charts, deadlines, and KPIs for team performance metrics.

ORACLE | Denver, CO

Senior Account Executive & Consultant - Energy & Utilities

May 2022 – November 2022

- Achieved 107% of quota within 5 months of hire and sourced a pipeline of 4 new accounts with a forecasted value of \$23MM for FY23/24.
- Sold \$10MM in total cloud-migration services and implementation consulting to an account list of over twenty large and mid-market energy & utility clients across the western US, including Cal Water, PG&E, and LCRA by targeting personal industry connections, cold outreach, and internal executive influence across Oracle's C-suite.
- Managed a team of 18 data experts and cloud engineers using a *lean management consulting strategy* to effectively execute a total cloud migration for on-prem & hybrid cloud architecture.
- Provided weekly consulting presentations and product ROI calculations to utility Directors and C-Level Executives using product ROI calculations resulting in successful sales of cloud services, asset lifecycle management, and enterprise SaaS implementation.
- *Note: Position ended due to a global reduction in force; in good standing and eligible for rehire.*

GoChain – Web3 | Denver, CO

VP of Sales & Web3 Business Development

August 2018 – August 2020

- GTM leader for Web3 product growth across supply chain, energy & utilities, and agriculture by directing a team of five engineers and three junior sales reps, resulting new product solution for global inventory *proof-of-origin* tracking.
- Sourced and closed five F500 accounts in two years, including DISH Network, Enviva, Schneider Electric, and Berkshire Hathaway Energy resulting in sales growth from \$0 to \$2MM annual revenue YoY.
- Developed a successful sales strategy that generated over 10 new leads per week and contributed to a 400% increase in company revenue by closing net-new account.
- IR manager for all crypto investments maintaining a quarterly meeting schedule with VC and angel investors leading to \$4MM in new investment and 300% growth in market capitalization.

IBM -The Weather Channel | Andover, MA

Energy & Utilities Senior Account Executive – North America

February 2016 – August 2018

- Sold a suite of B2B weather data solutions 50 Energy & Utilities, Oil & Gas, Aviation, and Agriculture clients, including *WSI Trader, Pilotbrief, and Outage Prediction software*, exceeding quota by 150%.
- Promoted from SDR to Account Executive in first six months of hire, resulting from 200% quota attainment in Q2/Q3 2016.
- Managed team of five SDRs to drive 35 new business leads per week, achieving 200% growth in the first year.
- Developed a GTM strategy by leading engineers, data scientists and meteorologist to architect solutions in weather forecasting data, energy management SaaS, outage prediction data, agricultural modeling, and asset management software.
- Oversaw development of an ROI cost-benefit analysis modeling tool to improve sales process to energy traders resulting in revenue retention and account growth of over 32 trading firms across ERCOT, CAISO, and PJM.

S&P Global Markets | Charlottesville, VA

Financial Data Analyst

January 2015 – January 2016

- Researched institutional funds and fund manager profiles across S&P's global database of fund performance and capital allocation of \$100Bn in diversified asset classes.
- Developed reports of market movements and capital allocation of over 100 institutional investors, pension funds, and fund managers, using SQL, MS Excel, Python, and proprietary software.

Jesse Beams Physics Lab | Charlottesville, VA

Research Intern

June 2012 – June 2014

- Assisted in development of nuclear physics (NMR) research projects by developing data collection programs in C, C++, and Python to parse and manipulate a database of over 10,000 research data points to present findings as statistical models and data visualizations.
- Oversaw \$20MM worth of research equipment purchased from CERN to ensure project completion.

United States Coast Guard | Monterey, CA

Naval Engineer & Federal Maritime Law Enforcement Officer

January 2007 – January 2010

- Team leader for search & rescue missions on the California coast resulting in over 50 successful rescue missions: over 20 lives and \$10MM in property.
- Maintained, transported and ensured the readiness of Coast Guard vessels
- Participated in comprehensive leadership development programs, mentorship and coaching of junior recruits.

EDUCATION

University of Virginia

Charlottesville, VA

B.A., Anthropology | Honors: Phi Beta Kappa

2014

KEY SKILLS

Leadership Sales Management:

Trained in IBM Enterprise Sales, Project Management & Team Leadership, Salesforce (Reports, APIs), Sales Loft, CRM (Data reports, trends, forecasts, exports), Jupyter Notebook (Jupyter Labs), Machine Learning (KKN, Cost Functions), Pandas, NumPy, Scikit.

Data Analysis and Software Development:

Python, SQL, Linux CLI, GIT & GitHub, C, C++, Python Machine Learning, ROS (robotic operating system), Pandas, NumPy, Scikit, Jupyter Notebooks, UNIX CLI *MacOS*.

Web Development & Frontend:

HTML, CSS, Javascript, typescript, Angular v14, Node.js, Express, React, Flutter, Web API development, MongoDB.

Certifications:

Udacity: *Frontend Software Engineering, Robotics Engineering with ROS, Full Stack Software Development*. IBM Data Science: *Python and SQL, IBM Cloud Essentials, IBM Cloud Infrastructure Management*