

# ALEXANDER GOULD

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## PRODUCT MANAGER // SOFTWARE ENGINEER // BUSINESS OPERATIONS & STRATEGY

Entrepreneurial professional with hands-on experience developing new products, applications, platforms, and solutions, coordinating complex projects, and identifying opportunities for operational improvement. Exceptionally well-versed in business, financial services, technology, and data analysis – supported by intellectual curiosity and a razor-sharp focus on exposing, understanding, and seizing opportunities in digital innovation, marketing, customer success, and growth.

### KEY STRENGTHS

Product & Program Management ▪ Project Management ▪ Management Consulting ▪ Investment Banking  
Digital & Business Transformation ▪ Operational Leadership ▪ Data-Driven Decision Making ▪ KPIs ▪ SaaS  
Software Development Lifecycle ▪ Enterprise Technology ▪ Budget Management ▪ Strategic Planning ▪ Marketing

### PROFESSIONAL EXPERIENCE

ALEXANDER GOULD CONSULTING | Seattle, WA | 2014-Present

#### Co-Founder @ Future Map (2022-Present)

- Founded an organization focused on designing, developing, and launching a **next-generation application** to research, analyze, map, and resolve major global issues.
- Own end-to-end solution development, including strategic planning, fundraising, research, and data analysis while steering **cross-functional projects** and building consensus among stakeholders.

#### Software Engineer (2018-Present)

- Manage **software development projects**, crafting high-quality code, tools, and solutions, and solving critical business issues for diverse organizations. Expert in a variety of technical/programming tools, data structures, and algorithms.
- **Technology:** JavaScript, Ruby, Rails, React, SQL, HTML, CSS, Solidity, Python, Canva, Figma, Miro, Notion, Photoshop.

#### Private Investor & Project Manager (2014-Present)

- Planned, coordinated, and executed **\$2M+ real estate, cryptocurrency, stocks, bonds, and startup investment projects** owning contracting, budgeting, construction site management, digital marketing, and account management.
- Increased profitability through market research, **data-driven marketing strategy**, and innovative solution delivery.

#### Community Advocacy @ Unity2020 (2019-2021)

- Spearheaded a community and volunteer movement to advocate for the Unity2020 plan. Managed **complex projects**, planned large events, and streamlined stakeholder communication. Scaled organization from **0 to 40K+ members**.
- Boosted **brand awareness and positioning** by strengthening social media presence, forging strategic partnerships with affiliated organizations, and planning multiple events to empower volunteers to achieve campaign goals.

#### Strategic Planning & Marketing @ The Blue Lab (2017)

- Managed **complex projects** to advance the political campaigns of candidates in Massachusetts. Owned research, analysis, donor outreach, event planning, and strategic marketing.

#### Actor Shane Botwin for an Award-Winning Showtime Series "Weeds" (2005-2020)

- Played a **main character in the Showtime Series "Weeds"** managing auditions, public speaking, and networking.

### EDUCATION & CREDENTIALS

Bachelor of Arts in Philosophy & Politics | BRANDEIS UNIVERSITY | Waltham, MA  
Full Stack Web Development | FLATIRON SCHOOL