

# Alex Glasson

MBA, MSF

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## Education

August 2022 - June 2024

### Master of Business Administration

University of Denver

August 2022 - June 2024

### Master of Science, Finance

University of Denver

August 2019 - November 2021

### Bachelor of Science, Business Administration

University of Denver

*Cum Laude*

## Certifications

CSRIC®

PCEP™

MOS Expert

## Skills

- Proficient in Keynote, Google Suite, Java, Python, R.
- Expertise in strategic planning, project scheduling/logistics, and wireframing in Axure.
- Deep understanding of venture capital investments, including due diligence and competitive analysis.
- Exceptional verbal and written communication skills.
- Strategic and analytical thinking.

## Awards & Recognitions

January 2023

### Daniels Race & Case

2nd Place

March 2023

### Net Impact Case Competition

Finalist

March 2023

### Inclusive Excellence Case Competition

Finalist

2012

### NASA Ames Scholarship

## Interests

December 2020

### E-Sports World Champion

VR Master League

January 2021

### Built My Own Crypto Currency

In an effort to better understand blockchain technology, and hash functions.

Current

### Building AI Powered Cat Toy

Including model training and automation functions to entertain my cat while I'm away.

## Professional Experience

### Managing Partner

Pioneer Venture Group

October 2022 - Present

- Lead and oversee a robust portfolio of 10+ seed-stage investments averaging \$25,000, driving substantial portfolio company growth and strategic exits.
- Develop and maintain relationships with founders, co-investors, and key startup ecosystem influencers, sourcing lucrative deal opportunities.
- Perform rigorous annual assessments and due diligence of over 30 companies for potential investment, utilizing financial analysis, market research, and interviews.

### MBA Intern

Techstars Boulder

January 2023 - April 2023

- Conducted rigorous due diligence and financial analysis for 2 early-stage product-focused startups, offering valuable insights and facilitating decision-making using custom built financial models.
- Assisted founders in strengthening investor relations and navigating the complexities of venture capital fundraising, culminating in over \$100,000 raised.
- Collaborated within a dynamic environment to accelerate the growth and development of startups, embodying Techstars' 'Give First' philosophy.

### Product Manager

Fanfare Entertainment

March 2014 - April 2019

- Led the complete development of mobile applications for 9 high-profile celebrities and brands, managing all stages from design conceptualization to successful launch.
- Spearheaded the end-to-end development and launch of 9 key products, driving significant user engagement and company growth.
- Utilized data-driven analysis with Python and R, to inform product decisions, aligning with company goals and customer expectations.
- Led 6 different cross-functional teams including engineering, UI/UX design, and marketing to ensure successful and timely product delivery, and sustainable revenue growth.

### Founder/Managing Partner

Banwell Technologies

April 2015 - June 2018

- Successfully launched Banwell Technologies, an app-building and consulting platform aimed at democratizing mobile app creation, facilitating the ideation to execution journey for budding entrepreneurs and businesses.
- Fostered partnerships with over 50 industry leaders and influencers, facilitating cross-promotion and collaborative opportunities, thereby enhancing brand visibility and attracting potential investment prospects.
- Built and led a dynamic team of 30 sales, marketing, and development professionals, nurturing a culture of innovation, collaboration, and excellence.

## Notable Projects

### M&A Deal Sourcing & Diligence

Maxar Technologies

March 2023 - June 2023

- Led a strategic project to identify potential M&A targets in the satellite, geospatial, entertainment, and metaverse sectors, resulting in a curated list of over 50 high-potential companies for acquisition and strategic partnership consideration.
- Conducted comprehensive due diligence for 10 shortlisted targets, encompassing financial analysis, technological assessment, and market positioning.
- Collaborated with 10+ different cross-functional teams to evaluate synergies and integration challenges.
- Presented findings to the executive team, offering data-driven insights and strategic recommendations which informed Maxar's M&A strategy.

### Official Keith Urban App

Fanfare Entertainment

April 2014 - February 2019

- Spearheaded the end-to-end development of the official mobile application for the globally renowned artist, Keith Urban.
- Coordinated closely with brand representatives, designers, and developers to encapsulate the essence of Keith Urban's brand within the app, ensuring it resonated with his global fanbase of over 1 million people.
- Integrated innovative features to drive user engagement, including being one of the first mobile applications to fully incorporate virtual currency as a key element to enhance fan engagement and entertainment while creating new revenue streams, providing fans with unique experiences such as exclusive content, event information, and interactive elements.