

# Alexandra West

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Critical analytical thinker and writer. Talent for clear, targeted, and measured communication enhanced by exceptional interpersonal, organizational, and leadership skills. Passionate about Data Science and women in technology.

## Relevant Experience

### Ann Arbor SPARK – Director of Research

Ann Arbor, MI, June 2016-present

- Use the power of data to tell a compelling story about the Ann Arbor region to support business attraction and retention efforts throughout Washtenaw and Livingston Counties in Michigan.
  - Interpret and communicate information about the regional economy with local companies and stakeholders: speak at events, write blog posts, demystify statistics.
  - Position the region among national and international competition for companies and site selectors considering location decisions: author benchmarking studies and industry sector reports, complete Requests for Proposals, calibrate market needs and fit, communicate quickly and openly.
  - Produce trustworthy content on the regional economy: economic and industry trend reports, simple yet powerful infographics, blog posts that clarify rather than complicate.
- Oversee internal data stewardship and production: administrator of Salesforce CRM – utilize internal data for reporting and monitoring of local economy, provide insight to senior team and Executive Board for strategic planning purposes, wrote and implemented process manual for data consistency.
- Skills gained:
  - Advanced technical skills with Microsoft Excel for data analysis and Adobe products (specifically InDesign) along with PowerPoint for visualization. More importantly, learned the importance of clear communication at the outset of a data project – layout of goals, clarification of audience, and the importance of answerable questions.
  - Completed a Coursera 5-course specialization (Python for Everybody) to learn basics of coding.

### Department for International Trade – Business Development Associate, B2B Software and Cyber Security

British Consulate General San Francisco, CA, March 2013-August 2015

- Strategic consulting for US/UK businesses in the technology industry:
  - Helped UK companies gain access to the Silicon Valley/Bay Area ecosystem, and helped US companies seeking to expand into Europe develop investment strategy. Exceeded both quantitative and qualitative targets: assisted and managed relationships with up to 100 UK companies considering the US market per year, and account managed 15-20 US companies setting up in the UK per year.
- Created bespoke industry and company research reports including: location comparison, customer clusters, competitor analysis, and tailored visit programs. Many of these projects were competitive analysis reports for companies considering entering the US market.
- Orchestrated strategic introductions. Drove themed trade missions linked to emerging trends. Designed and managed custom events. Managed and cultivated relationships with tech startups, software companies, and Fortune 100 leaders and emerging enterprises in Silicon Valley and the

UK. Collaborated regularly with influential tech incubators and software-focused VCs in the UK and US.

**BritishAmerican Business** (American Chamber of Commerce) – Membership Manager

London, UK, February 2011-August 2012

- Management responsibility for over 75 accounts ranging from SMEs to multinational corporations. Directly involved in prospecting, pitching, and closing new business (in 12 months individually facilitated entry of 22 new member companies). Implemented new processes for management of CRM system.

**U.S Dept. of State, Consulate General, Politics and Economy Section – Graduate Intern**

Milan, Italy, May 2009-August 2009

- Drafted cables on local and national Italian party politics, including documents enclosed in briefing papers for the Secretary of State. Cultivated relationships with Italian politicians, attending meetings and interpreting when necessary. Responsible for advance work for the Consul General's travel engagements.

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**Relevant Skills**

Research and data analysis, data communication and visualization, strategic communication, relationship building and management, negotiation and mediation, policy analysis, intercultural communication, writing, editing, public speaking. Fluent in Italian and Spanish.

Coding languages: python, R, SQL

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**Education**

University of California, Berkeley 2018-2020 (expected)

MIDS – Master's in Information in Data Science

Middlebury Institute of International Studies at Monterey 2009-2011

MA in International Policy Studies, concentration in International Trade Policy

President and Co-founder of The Negotiation and Mediation Club

University of California, Berkeley 2005-2009

BA (honors) Italian Studies (including all pre-med coursework)

Principal Cellist, UC Berkeley Symphony

**Interests:** Playing chamber music (cellist) and attending concerts, travelling, hiking, kickboxing, and cooking.