

SENIOR INVESTOR RELATIONS ANALYST



Traction

Alex O Longoria

Experienced
Communications & Business
Development Strategist





About me

Greetings,

My name is Alex, and I am a Communications & Business Development Strategist with experience in marketing, public relations, brand development, and business research. This experience is within a B2B business development or general awareness context in highly-regulated industries.

As a generalist, one of my special skills is the ability to wear many hats by immersing myself in different fields or contexts through constant research. My client service is focused on attentiveness, trust, and expectations management.

A few facts about me...

- I listen to the FT daily briefing or the new ep. of OddLots on the way to the gym.
- If I have the time, you'll see me opt for public transit, so I can grab a few minutes with a history book.
- My downtime is usually spent with my dog or out around town with friends.
- I'm a huge cinephile.

Education

With both a background in History and Mathematics, I'd say my education focused on writing and argument, as well as theories of change, development, relation, and systems.



Columbia University

B.A. in History & Minor in Mathematics

Highlights

- Dean's List
- Kluge Scholar
- Solid network of founders, consultants, finance professionals, and engineers
- Courses in writing, economic history, financial modeling, multivariable calculus & graduate-level mathematics

Highlighted Skills

- Storytelling and writing
- Client relationship management
- Crisis communications
- Financial analysis, competitive analysis, and executive reports
- DEI and ESG reporting
- C-suite collaboration
- Content and data management for consistent and accurate reporting



300+

**Press releases,
reports, and
presentation decks**

Native

Spanish speaker

Software

 Photoshop

 Illustrator

 Excel

 PowerPoint

 GitHub

Experience

A redistillation of my work experience, tailored for this role...

● Independent Contractor

2025 – Present

- Selling myself!
- Communications and brand strategies.
- Coaching

● DEI Marketing & BD COordinator

2020 – 2025

- Web content, press release, and marketing materials production
- Data and demographic disclosure to clients for supplier diversity requirements
- Client communications and project collaboration
- Business analysis
- Cultural competency

● Practice Development Assistant

2019 – 2020

- Proposal and pitch writing and strategy
- Press releases on major asset transactions
- Content repository maintenance
- Relationship management with industry organizations

● Legal Assistant

2017 – 2018

- Deadline and communications calendar management
- Spanish communications regarding legal matters

Why TRACTION?

● SERIES C FUNDING

Traction's consistent VC funding is validation of serious future returns on investment from accredited investors, not a speculation trend. Moreover, backing from Sapphire, General Catalyst, etc. suggests a promising public exit.

● TECHNOLOGY BUNDLE

Bundling patented sensors and continuously trained AI-based SaaS creates a strong market position based on Traction's hardware market niche, expected software improvement, and an open-ended demand for services.

Traction pushes the limits of our industrial sector in a very literal sense. Our current moment is largely a race to create productive value from AI—largely through content—that can demonstrate real returns on trillions of investment dollars. I would bet **Traction is a winner in this race by providing scalable products and services that tangibly solve industrial inefficiencies.**

COMPETITIVE ADVANTAGE ●

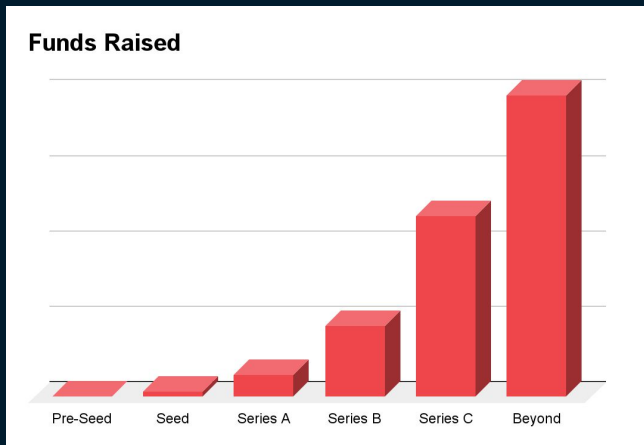
When compared to competitors, Traction is able to flex its richness in features and hours of cognitive labor saved. Visible and measurable value provides plenty of raw meat for current and potential investors.

Customer Testimonials ●

Traction has great customer testimonials on its own website and on other platforms and tech media outlets.

Driving forward

Tractian **needs** a Senior Investor Relations Analyst that can create and maintain the most reliable and effective communication assets, while also providing consistent, first-in-class client service. A successful IR team can help sustain and cultivate perceived value.



Why not hire a professional with the right credentials and experience?

- Quality stakeholder interface
- Quick and responsive
- Translates sensitive data for general audiences
- Designs appealing decks and one-pagers
- Systemic thinker
- Cross-collaborates across teams and with senior leaders
- Exceeds operational needs and requirements to deliver qualitative development, visible in quantitative terms

What you can expect from me.

Consistent and high-quality communications.
Identifying and confidently presenting value.

My immediate goal is to provide a seamless transition and integration onto Tractian's Finance Team to free valuable time and resources by getting a running start. My prior experience positions me well to shorten any learning curves.

Creating trust and good relationships with leaders, all teams that are attached to necessary information channels, and investors is also a priority. Together, we can achieve my ultimate goal of sustaining and creating value for Tractian.



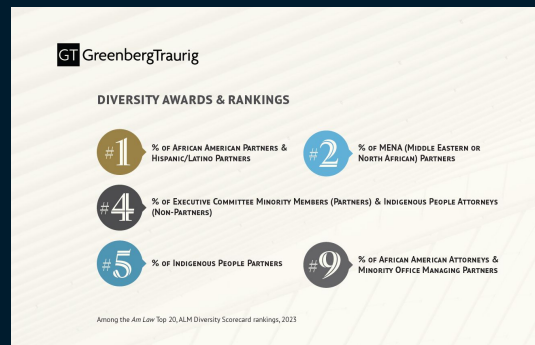
1. Understand Tractian's story and its direction.
2. Know the numbers: horizontal, vertical, and comparative analyses.
3. Provide excellent and welcoming client service.
4. Maintain a tight communications calendar.
5. Provide responsive and transparent communications to stakeholders that are growth and asset-forward.
6. Manage a repository of commonly reported information and written content.
7. Provide a throughline over time to support the growth of Tractian's investor relations functions as it grows and possibly prepares for an IPO.

Sample Work

This [design and writing project](#) was launched by me when my Chief Diversity Officer and Co-President wanted an updated newsletter that we could share sensitive but important initiatives with internal stakeholders and external audiences. This document served as the foundation for all presentations, one-pagers, and web content.






Take a closer look at some of my shareable work from other roles on my [GitHub!](#)



CLIENT COLLABORATIONS

GT regularly collaborates with clients, combining our shared values, resources, and efforts to maximize our ability to foster diversity and inclusion. We partner with clients to develop programs as well as participate in existing client initiatives.

Points of continued collaboration or new joint programs include:

-  Creating a diverse mentoring program with a multinational investment bank with a focus on professional leadership and development while also offering mentorship and support. The goals of this network are to increase attorney retention and help strengthen leadership succession and success, especially within diverse groups.
-  Hosting a networking event between GT and a multinational financial services company's Black affinity groups.
-  Serving as a Diversity Champion by hosting our first intern through our partnership with a multinational technology conglomerate and the National Council on Patent Practicum and Patent Pipeline Program, a skills-based patent prosecution credentialing initiative targeting college students from underserved communities to grow the number of diverse patent agents and patent attorneys.

DIVERSE BY DESIGN

Diversity, Equity, and Inclusion (DEI)
2023 ANNUAL REPORT



Contact

Thank you for your time and consideration. Please feel free to contact me if you have any additional questions. I look forward to hearing from you!



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