

# Alex Nordin

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## Work Experience & Applied Studies

### **Align Technology, Inc.**

June 2017 – June 2020

#### *Territory Manager*

- Applied comprehensive knowledge of Align digital platform and sales strategies for key accounts to accelerate revenue and higher case volume.
- Sold directly to professional business owners, transforming an analog process to digital to help practitioners grow their business.
- Assisted customers in implementing digital technology and refines whole-office processes.
- Managed a defined a geography of accounts to grow their business, based on deep understanding of each account's business, goals, challenges, and opportunities.
- Utilized data/analytics to help customers drive decision-making.
- Orchestrated additional internal Company resources to optimize the customer experience and provide ongoing promotion of Align solutions.

#### *Sales Associate*

- Remotely managed various account geographies to help customers increase Invisalign adoption within their practice.
- 3-month relocation to cover a Strategic Account territory in NYC; established strong relationships with customers to drive business, perform team trainings, and embrace digital adoption.
- Regularly traveled to train doctors and staff on implementation, focusing on patient engagement features, digital optimization, and consumer experience.

#### *Team Lead, Invisalign Pro*

- Conducted one-on-one coaching sessions to develop skillsets amongst the Concierge Service Advisor team.
- Trained new hires and existing employees in general CSA role/responsibilities, dental anatomy, Patient Central and Invisalign Doctors Site systems, and Salesforce.com.
- Built and implemented process efficiencies and work instructions for pilot programs (discovery calls, CE credit talk track, follow-up tasks, log-a-call, SFDC processes).
- Assisted with supervisory duties such as responding to CSA inquiries, providing direction, and assigning calls to balance workload and ensure customer commitments were met.
- Collaborated with Quality Assurance in order to improve CSA effectiveness and customer satisfaction.

#### *Concierge Service Advisor (CSA)*

- Drove sales production by administering support to general dentistry and orthodontic practices through regular verbal and written communications to increase Invisalign penetration.
- Assisted customers with special requests and product inquiries to improve patient satisfaction.
- Identified cross-sell/up-sell opportunities for engagement by the appropriate sales representative.
- Collaborated with colleagues to establish best practices for customer service and engagement.

### **New Penn Financial, LLC**

August 2015 – May 2017

#### *Mortgage Consultant*

- Established relationships with new and existing customers to conduct interviews via phone and in person.
- Managed up to six clients at a time, coordinating with internal teams and external vendors to ensure loans were processed and approved within established timelines.
- Delivered written reports to management on a weekly basis, providing an overview of workload and client pipeline and status updates.

## Education

**University of North Carolina at Chapel Hill**

*BA Economics*, May 2014

Major: *Economics* | Minor: *History*