

## Alexander M. Katz

3 Hiddenwood Court • Baltimore, MD 21208

### EDUCATION

**University of North Carolina at Chapel Hill**  
B.A. Management and Society, May 2014  
Minor in Scientific Entrepreneurship  
Minor in Spanish for the Professions - Business

**Duke in Silicon Valley (Forthcoming)** Summer 2013  
Building and Sustaining a Successful Enterprise  
• Class on disruptive innovation taught by Clayton Christenson at Apple University

**IES Abroad Madrid** - Colegio Mayor Universitario San Agustín Summer 2011

### PROFESSIONAL EXPERIENCE

**Ignite: Powered by Stream Energy, USA** July 2012 - Present  
Director

- Presenting Ignite's multi level marketing business plan to potential new associates to build my organization
- Convert customers' energy accounts from existing energy monopolies to Stream Energy

**Greek Lifestyle Guide, Chapel Hill, NC** May 2012 – July 2012  
Account Executive

- Sold online and in print advertising space for two publications
- Served 12 accounts and generated \$14,205.00 in sales.
- Maintained a high level of customer service by projecting a positive and enthusiastic image to local business owners, and checking in regularly with all accounts

**KLNB Retail | Commercial Real Estate Services, Towson, MD** April 2010 - May 2010  
Intern

- Built a sales pipeline by approaching businesses to inquire about future leases, explained new commercial developments in their markets, and connected them with Principals and Associates

**Alex and Jon's Famous Roadside Dogs, Pikesville, MD** May 2009 - August 2009  
Founder and CEO

- Owned and operated a hot dog cart for the 2009 summer serving the finest dogs and coolest drinks in the area.

### LEADERSHIP EXPERIENCE/ACTIVITIES

**Carolina Creates - Online, Chapel Hill, NC** August 2012 - Present  
Marketing Manager, UNC Ideas

- Inform students of opportunities to submit ideas through an online portal, and to have those ideas implemented on campus

**Alpha Epsilon Pi Fraternity- Omega Chapter, Chapel Hill, NC** April 2012 - Present  
Executive Board Member- Recruitment Chair

- Coordinated the entire recruitment process by organizing all events, creating unique budgets for fall and spring, and preparing potential new members for fraternity life

Executive Board Member- New Member Advisor April 2011 - December 2011

- Coordinated the entire pledge process by organizing all events, creating an entire semester's budget, and initiating new members into the fraternity

### INTERESTS

Squash, Electronic Dance Music, Travel, Food Trucks, Waterskiing, Entrepreneurship (startups)

### VOLUNTEER EXPERIENCE

**Baltimore SquashWise, Coach and Teaching Assistant**

**Community Empowerment Fund, Advocate & Teacher**

**The Associated: Jewish Community Federation of Baltimore, Fundraiser**