

ALEXIS LEE

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SUMMARY

Dynamic and results-driven business owner successful at leading high-performing teams through all phases of projects, from concept development to product launch.

HIGHLIGHTS

- Project management
 - Web 2.0 and social media
 - Small business development
 - Programming and design skills
 - Web content management
 - Storyboarding
 - Product development
 - Strategic thinker
 - Superb communication skills
 - Leadership/communication skills
 - Strong collaborative skills
 - Skilled negotiator
 - Complex problem solving
 - Skilled negotiator
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ACCOMPLISHMENTS

Founded Lextek, LLC in 1985 as a technology service provider. Successfully worked with over 20 startups in multiple industries, including healthcare, sciences, renewable energy, entertainment and transportation.

Notable Achievements:

Chief Architect and Project/Product Manager on the following:

- First online chemical dependency treatment program
 - First consumer healthcare software designed to exchange medical information between patient and provider.
 - First proactive and reactive medication compliance software with call center interface.
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EXPERIENCE

THE WALT DISNEY COMPANY

Burbank Studios, CA

Software Vendor/Consultant

04/2003 to Current

Industry: Intellectual Property Protection Provide software on a leased basis. IP3 protects movie studios' intellectual property by managing pre-release screening security. IP3 is used by Disney worldwide.

LEXTEK, LLC

Boulder, CO

Principal/Software Architect/Developer/Web Design

01/1985 to Current

Industry: Software Development Design cutting-edge products for internal and client use.

Software applications are developed as custom client applications or as products owned by Lextek. Products include FlexTek CMS, Crime Alert Management System, which delivers crime alerts by law enforcement agencies and IP3, intellectual property protection and event scheduling.

THE COLORADO GROUP

Boulder, CO

Web Software Architect/Developer

07/2005 to 07/2013

Industry: Commercial Real Estate Architect and developer for custom commercial real estate web application.

DAKOTA LEGAL SOFTWARE

Boulder, CO

Marketing and Public Relations

03/2011 to 03/2012

Industry: Legal Software Designed and created marketing collateral for sales meetings, trade shows and company executives. Managed both inbound and outbound marketing campaigns to generate new business.

ARCHITECTURAL ENERGY CORPORATION

Boulder, CO

Business Plan Development

03/2009 to 03/2010

Industry: Energy Management Researched market competitors and industry trends to identify potential new products and services. Analyzed client requirements, created a business plan and drove strategy development.

HYBRIDS PLUS/EETREX, INC.

Boulder, CO

Business Plan Development

10/2008 to 02/2009

Industry: Electric automobiles Formulated a comprehensive business plan for presentation to potential institutional fund sources.

WAYNE GREENBERG, INC.

Boulder, CO

Business Plan Development

09/2008 to 09/2008

Industry: Solar Energy Analyzed client requirements, created a business plan. Developed marketing plan and sales strategies. Researched industry to establish market value and develop targeted sectors.

WELLD OG, INC.

Laramie, WY

Business Plan Development/Marketing and Public Relations

01/2004 to 12/2007

Industry: Coalbed Methane Researched market competitors and industry trends to identify potential new products and services. Formulated a comprehensive business plan. Defined project and company vision, strategies and tactics. Expanded product and company recognition in the national press to support the sales and marketing teams. Designed web and other content, including monthly newsletters and promotional material.

MULTIPLE CLIENTS

Boulder, CO

Web Design/Software Development

04/1985 to 12/2004

- B2BDirect, Longmont, CO - eCommerce web site, marketing support
- Hardie Irrigation, Laguna Niguel, CA - MRPII implementation
- Telios Pharmaceuticals, San Diego, CA - FDA Compliance software updates
- Anilam Electronics, Miami, FL - MRPII custom programming
- Data 3 Systems, Santa Rosa, CA - Major software upgrade MRPII
- Matson Navigation, San Francisco, CA - overseas shipping management software
- Itel Rail, San Francisco, CA - railcar leasing management modules
- Continental Airlines/Travel Resources, Inc. - travel agency back office software (competitor to United and American Airlines)
- Frontier Airlines, Denver, CO - airline management software

EDUCATION

BACHELOR OF SCIENCE: JOURNALISM

University of Colorado, Boulder, CO, USA

- C/C+ Programming Language, University of Colorado
- IBM Sales and Marketing Training, Ft. Lauderdale, FL

- IBM Business Partner Training, New Orleans, LA
- Adobe training: PhotoShop, Illustrator, Dreamweaver, InDesign, Edge, Muse
- Microsoft training: .Net, MVC, Razor, Web Matrix, Visual Studio
- French Language Studies, University of Colorado
- Italian Language Studies, Boulder CO
- Citizen's Police Academy, Boulder, CO
- Boulder County Sheriff's Citizens Academy, Boulder, CO 2012
- Mini-Law School, Wolf Law, University of Colorado 2013
- Acting Basics, University of Colorado
- Voice Training, Boulder, CO 2011 to present
- Credentials: Series 3 Exam for Commodity Futures Trading

AWARDS

- eHealthcare Gold Award for online chemical dependency software
- Major media coverage (inc. CNN) of eGetGoing software
- Major media coverage (inc. CNN) of Medication Compliance Software

LANGUAGES

- English, French, German, Italian

COMMUNITY SERVICE

- Boulder Chamber of Commerce - mentorship program
- Humane Society of Boulder Valley - created a foster program for fearful and overly sensitive animals
- Boulder Police Department - role player for police training
- eHealthcare Leadership Awards - Serve as a judge for entries in the eHealthcare Leadership Awards. These entries are rated based on a standard of Internet excellence and a comparison to other competitors. Winners are announced each year at the Healthcare Internet Conference.
- Boulder Chamber of Commerce Technology Council, Chairperson 2002-2003
- CTEK, Advisor and Business Plan Reviewer