



Alex Guerin

alexguerinx@gmail.com // 303.335.6952 // alexguerin.com

Insight Gatherer // Critical Thinker // Huevos Rancheros Consumer // Oxford Comma User

Strategy Experience

Flaxta, Sports Protection Company // Vail, CO January 2019-Present
Managing Director North America

- Assembled sales team in North America with ceaseless support and guidance to build a new brand
- Managed North American finances and distribution while establishing key accounts in Colorado
- Maintained dialogue with European staff to orchestrate strategic marketing efforts via earned media, athlete ambassadorship, trade shows, and clinics

Gorsuch Ltd. Ski Shop // Vail, CO Winter 2016-December 2018
Ski Technician – Bike Shop Manager

- Responsible for custom boot fits, equipment sales, bike maintenance, and customer engagement

BBH New York *Griffin Farley Beautiful Minds* // New York, NY July 2016
Strategist

- Selected to participate in GFBM, a program providing emerging strategists with valuable experience and networks
- Tasked with developing a plan to grow uberPOOL usage in New York and present it in 48 hours
 - Conducted research of the transportation landscape in New York against documented tensions of the people using them to create our position where uberPOOL could grow, “Strangers aren’t that strange”

Egg Strategy, Brand Strategy Consultancy // Boulder, CO Winter-Spring 2016
Strategy Intern

- Assisted in segment illumination project for CamelBak to reveal unique and impactful human insights across two key consumer markets for future brand initiatives
 - Helped create, design, and implement mobile ethnographic study to better understand specific segment’s hydration needs in real-time
 - Synthesized resulting qualitative data, leading to discovery of invigorating yet well-grounded themes and recommendations to bolster and evolve the CamelBak brand
- Collaborated on concept innovation project for PepsiCo to develop a viable mid-calorie offering
 - Employed an online community methodology where respondents could engage with each other throughout the study to critique, brainstorm, and create product concepts

Factory Design Labs, Advertising Agency // Denver, CO Summer 2015
Account Strategy Intern

- Worked with Associate Director of Strategy to gather consumer and industry insights to develop positioning and creative briefing for Eddie Bauer, Kettle Brand, MapQuest, and Pressery

Education

Colorado State University // Fort Collins, CO 2010-2015
Bachelor of Science, Business Administration, Marketing Concentration
GPA: 3.6 // Vice President of CSU Marketing Club 2014-2015

Université Blaise Pascal // Clermont-Ferrand, France Spring 2013
International Business with Advanced French

Skills

- Ability to work collaboratively across teams within fast-paced dynamic agency settings
- Adeptness in Netbase, Keynote, Hootsuite, Google AdWords, and Final Cut Pro