

ALEKSANDER R. URANSEL (ALEK)

1250 Brownell Ave. St. Louis, MO 63122 | (847) 400-6738 | auransel@gmail.com

PROFILE

Strategic technology and product executive with demonstrated track record of aligning technology and teams increase revenue, expedite digital product delivery, uncover customer insights, and connect value chain.

PROFESSIONAL EXPERIENCE

Anheuser-Busch InBev

St Louis, MO

Global Head, Payment Technologies

Jan. 2022 – Sep. 2022

- Manage remote team of 25 to provide global technology strategy and execution in processing payments, globally, for various business units at ABInBev. Key achievements:
 - Developed relationships with local and global banking providers in Brazil, Mexico, South Africa, Dominican Republic, Colombia, Peru, and Ecuador
 - Partnered with Digital Sales teams around the world to launch a Payments SDK and Admin Portal
 - Launched operations in South Africa and Brazil that support over 1M retail users

Chief Technology Officer, Marketplaces

Sep. 2020 – Dec. 2022

- Manage remote team of 30 to provide global technology strategy and execution for innovation hub subsidiary. Key achievements:
 - Created reusable B2B marketplace engine (MiMercado.com) to scale from 0 to 7,000 stores in less than 1 year.
 - Led 3 R&D and support teams to do customer-centric product development and implement features like individualized product recommendations and in-cart cross-selling to achieve \$100M+ valuation for MiMercado.com in under 1 year.
 - Marketplace Engine adopted by Global ABI IT for use in all zones around the globe (1.3M users/year and over \$8B GMV).

Sr. Director, Sales Technology

Aug. 2019 – Sep. 2020

Director, Sales Technology

Jun. 2017 – Aug. 2019

- Directed internal team of 12, external team of 50+ to deliver ~15 Commercial Sales CAPEX projects annually (up to \$30M) while reporting directly to CEO, CSO, CTO and liaising with 500 independent distributors; resulted in ~\$250M sales contribution.
- Spearheaded implementation of Salesforce CRM for 20K+ Commercial Sales users to visualize “smart pipeline”.
- Implemented B2B ordering for wholesalers, leading to incremental revenue increase of \$15M from software sales.
- Developed Telesales technology consisting of omni-channel communication tools and in-app order suggestions to support new outbound sales channel and facilitate \$10M nationwide sales staff reorganization.
- Implemented native iOS application for all 800 Field Service employees nationwide, allowing for shift from static daily routing to dynamically scheduled service appointments and resulting in \$3M nationwide field service staff reorganization.
- Developed Mulesoft API strategy to maximize reuse, lower project cost by 15% and standardize app data.
- Led North America Zone to only perfect Digital Sales Excellence score (out of 8 Zones) and 2 of 25 Global Best Practices.
- Promoted to Senior Director of Sales Technology after 2 years (3x faster than typical promotion cycle).

Product Lead, TapWiser

Mar. 2016 – Jun. 2017

- Developed technology enabling B2B Channel at Anheuser-Busch InBev; managed \$3M budget and led team of 25 to support 15K users and \$275M in revenue. Mobile and web code base adopted by all global business units.
- Created TapWiser brand and multi-channel marketing strategy focused on 24/7 access to information previously not available; adopted across global business units.

Specialist, Tech Development

Jan. 2015 – Mar. 2016

- Scaled Bluetooth Low-Energy asset tracking to 10K sales reps; eliminated need for QR asset codes and manual scanning.
- Developed predictive out-of-stock model for Wal-Mart, Kroger, and Safeway; awarded as 1 of 25 Global Best Practice Winners.

Management Training Program

Jul. 2014 – Jan. 2015

- Sourced hardware solution to introduce tracking for \$30M worth of coolers in retail locations across U.S.
- Implemented warehousing strategy for reporting data to optimize OS performance with 5.5M lines of Cobalt code.

Clean Energy Trust

Chicago, IL

Systems Analyst

May 2012 – Jun. 2014

- For nonprofit supporting clean energy focused early-stage startups, sourced and managed \$500K contract with U.S. DoD to discover innovative clean tech startups with defense potential and present attractive technologies to U.S. Air Force.
- Led tech strategy for The Clean Energy Challenge, a Department of Energy (DOE) business plan competition awarding \$300K+ to clean energy startups. Awarded best regional competition (out of seven) and invited to operate competition with DOE in DC.
- Designed, built and implemented database to warehouse 4 years of metrics from business plan competition companies for DOE.

EDUCATION

University of Illinois, Gies School of Business

Chicago, IL

Professional Certification – Digital Marketing

May 2023 (expected)

- Six-course program designed to master strategic marketing concepts and address brand communication in a digital world.

Loyola University Chicago, Quinlan School of Business

Chicago, IL

Bachelor of Business Administration – Information Systems

May 2014

- Received \$12K annually in merit-based scholarships.
- Studied abroad for 5 months at Xi'an International University (China) with emphasis on Economics.

United States Air Force Academy

Colorado Springs, CO

Computer Science Honors Program

Jun. 2010

PERSONAL

- **Leadership:** Gateway Pet Guardians – as pro-bono consultant, advised animal welfare org to virtualize fundraising events (2020).
- **Languages:** Conversational in Spanish. Experience with Mandarin Chinese and Brazilian Portuguese.
- **Other:** USAF Veteran (Honorable Discharge). Played NCAA Division I Men's Soccer.