



Alex Bunda

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CAREER SUMMARY

Alex is an experienced leader with a demonstrated history in the coordination of new business strategies, cultivating future-focused teams, scaling innovative thinking across global organizations, and finding new and creative ways to solve diverse, complex problems. Alex has served as a trusted strategic advisor to executives, has been instrumental in acquisition and integration planning and communications, and worked closely with key executive stakeholders to develop and communicate strategic plans.

EXPERIENCE

Spark Innovation Center, Founder & Director of Innovation (February 2019 - Present)

The Spark, Southwire's branded innovation platform, was formed to aggressively pursue profitable, responsible, and sustainable business growth through new thinking, new learning, and new methodologies. Guided by the company's strategic plan, The Spark was created as part of the Tech Square community in downtown Atlanta and is positioned at the intersection of technologies, business growth, and talent.

Alex's responsibilities included the development of a charter, roadmap, budget, and hiring plan for the studio. He oversaw the design, construction, and opening of the studio. Today, Alex has responsibility for Spark's day-to-day business operations; leadership of technologists, strategists, researchers, designers, and students. Cost center responsibilities for \$2M/yr. Intellectual property identification and management. Development and practitionership of the company's innovation toolkit. Relationship management with Georgia Tech University and the greater Tech Square ecosystem. Project identification, selection, initiative development, and design of transformational products, services, strategies, and solutions. Cross-functional coordination between internal and external business groups including product management, digital marketing, R&D, engineering, sales, vendors, customers, and consultants. Alex's team has resulted in the parent company's creation of a \$20M venture capital fund, Alex now holds a steering committee position on this fund.

Southwire Company, Manager of Corporate Communication (March 2014 - February 2019)

Responsible for telling stories from one of the world's leading developers, manufacturers, and suppliers of building wire and utility cable, as well as the tools used in their installation. Responsibilities included: effective leadership of a creative, high-performing, team. Creation of a tailor-made communication vehicle for the CEO with global distribution. Provided strategic counsel for executive-level communication to 7500+ employees, customers, board of directors, business owners, and other stakeholders across 6 countries. Provided guidance and approvals on visual communications and corporate brand policy regulations. Departmental & client budget oversight in excess of \$1 million/yr. Key involvement in end-to-end acquisition communications for 3 successful integrations. Worked closely with executive stakeholders to develop communication of a 5-year strategic plan. Combined internal and external teams, while maintaining quality, to develop cost-saving efficiencies in excess of \$100,000/yr. Promoted to department manager in 2016.

Apple, Genius (June 2010 - March 2014)

Possesses the instinctive ability to provide complex technical instructions in simple terms. As a friendly face behind the Genius Bar, responsibilities included: handling perplexing questions and answering them in plain English, completing hardware and software troubleshooting with Mac computers and iOS devices, providing basic customer training and performing timely repairs. Also served as a resident expert and coach for my sales associate colleagues.

EDUCATION

Savannah College of Art and Design - Savannah, GA & Lacoste, France	2009-2012
Bachelor of Fine Arts in Film and Video Production, Cum Laude, Dean's List	

PROFESSIONAL AFFILIATIONS, HONORS, AND AWARDS

- NEXTgen Employee Resource Group (ERG) Committee Chair
- Society for Built Environment Intelligence + Technology (SoBEIT) Founding BOD Member
- Tech Square Corporate Innovation Centers Forum Member
- FAA Certified Drone Pilot
- Telly Award Winner - 12 for Life Letters (2016), Dylan's Story (2016), Made in America (2015)
- ProjectGIFT Blackshirt Member, Community Volunteerism
- Film Screened in Atlanta Film Festival - 2008