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## PROFILE

Seasoned business consultant, entrepreneur and technologist. Services from project management and product development to system design and process improvement with the goal of increasing organizational efficiency and success well into the future. Strong ability to synthesize complex technical information, communicate at all organizational levels and facilitate teams. Capable of executing tactical plans to generate business growth.

## SKILLS & TECHNOLOGY

### Professional Skills

Leadership and team building  
Product management and roadmapping  
Kanban and Waterfall PM  
Partner and account management  
Agile software development  
Talent acquisition and placement  
Management consulting  
Coaching and mentoring  
Sales and negotiation  
Ideation  
Business analysis  
Brand strategy  
System design  
Product and Service R&D  
Wireframing, UXD, Mockups  
QA, testing and deployment

### Software Tools

Atlassian Software, Jira, Confluence, Bamboo  
Bitbucket  
Trello and PM tools  
Adobe Creative Suite, XD  
Slack, Shopify, Salesforce  
Accounting and Bookkeeping software  
Github, Gsuite, Hubspot  
MS Office Suite  
Drupal, Wordpress  
Unity  
Auth0, Okta  
Zapier  
Zendesk, Zenhub, Zoom  
Android/iOS/Web Dev Environments  
Nocode Prototyping and Wireframing tools  
FreeCAD

## EXPERIENCE

### Shopify – Merchant Success Team | 2018 - Present

- Provide Shopify’s merchants support through technical knowledge of the platform.
- Coach merchants holistically and offer informed solutions for the person and business type.
- Troubleshoot technical issues and provide instructions for resolution by phone, email and chat.
- Analyze site data to identify business performance metrics and make recommendations for improvement.
- Implement improvements to company wide processes and business intelligence through multiple projects.
- Liaise with people at all levels and locations of Shopify to help improve operations.
- Contributed to the Hackday app finalist (“Boop”- a social matching app swipe app for solo-prenuers).

Highlight: Combined business coaching skills with modern technical support and sales on a cutting-edge platform for entrepreneurs.

## **ALEXANDER KLINE | RESUME**

### **ROK Software - Business Development Manager | 2020 - Present**

- Develop strategic partner ecosystem designs.
- Spearhead direct sales and oversee customer relationship management.
- Lead research initiatives to uncover lost value in the supply chain and gain efficiency using improved software.
- Market forecasting and strategic foresight to explore new verticals.

Highlight: Strategic partner acquisition and creation of new business flywheel.

### **EQ Labs, Inc - Partnerships Manager | 2020 - 2021**

- Developed prototype initiatives, and negotiated and standardized ecosystem partnership models.
- Established EQ Labs as a thought leader in the field through strategic branding and communications.
- Increased consistent customer growth through partner co-sell and referral business.
- Captured and validated product feedback.

Highlight: Worked with a cutting edge team with a product called “the Grammarly for bias”, which broke new ground at the peak of the Diversity Inclusion and Equity movement.

### **Innovations In Health Society – Product and Technology Lead | 2019 - 2020**

- Led initiatives for Qualitative Analysis and Product Roadmapping for Cognitive Behavioral Therapy (CBT) software called Sparx using the Unity engine.
- Executed deployment on Android, iOS and Web Browser.
- Defined product strategy and budgetary requirements.
- Managed technical team for streaming online and web based roll out.
- Co-facilitated meetings with experts in the mental health field for design and implementation.

Highlight: Product management and technical solutions for interactive software that helps young people with mild to moderate depression.

### **Tetragram Entertainment – Chief Operating Officer and Board Member | 2016 - 2018**

- Asset purchase and development of unique IP, strategy and financing for a transmedia project involving a video game, animation, graphic novel and business design.
- Met with potential investors and was successful with closing a quarter million in investments.
- Facilitated meetings with advisors and board members.
- Created go-to market strategy, compiled market research and conducted competitive analysis.
- Gained entertainment and cannabis industry knowledge and connections.
- IP production planning, protection and marketing.
- Talent sourcing and networking.

Highlight: Executive decision making and entrepreneurial venture.

### **Wifarer – Lead Project Manager | 2015 - 2016**

- Ownership of a large and complex project with multiple support streams from inception to delivery.
- Product and project management for the creation of platform side software and accompanying apps for both Apple app store and Google Play store release.
- Led projects for Intu Digital via 14 malls in the UK, and pilot projects for Duke Medical University and a natural history museum.
- Implementation of project tracking and budgeting system for a dozen developer team.

## **ALEXANDER KLINE | RESUME**

- Led project management using Agile methodology.
- Facilitated standups, scrums and retrospectives.
- Culture leadership and team building with members in both local and international co-locations.

Highlight: Responsible for development and deployment of the largest indoor positioning system in the world.

### **KIXEYE – Director of Product Quality | 2014 - 2015**

- Responsible for working with the product manager and producer with the execution of new features and maintaining overall platform quality in a live environment.
- Quality assurance team management and overseer.
- Technical and marketing team coordination.
- Risk analysis and process refinement.
- Defining requirements in JIRA and issue tracking.
- Daily meetings with production and engineering team and weekly meetings for reporting to GM.
- Liaised with marketing department and senior engineering for release management.

Highlight: Had final approval for major and minor releases, platform updates and rollout to 10,000 concurrent users.

### **Alexander Kline Consulting – Principal Business Consultant | 2010 - Present**

- Contract business development, product improvement, and project management services for startups and growth-oriented companies that required a range of skillsets, a design mind, and broad knowledge of different industries.

Notable clients: Giftbit, Heated Details, Semaphore Solutions, Rok Software, Vertical Organic Gardening, Grey Zone Entertainment, Gulf-Telehealth, Tru Trace Technologies and Roseware Inc.

### **Arcana Concept – Operating Manager and Co-founder | 2010 - 2012**

- Operations for digital design firm including sales, project management, business development and brand strategy for various clients including BC Ska Society, Courtnall Classic Foundation and Meditours.
- Business planning services.
- Built modern identity systems for various companies.
- Managed projects using an agile methodology.

Highlight: Helped build and grow businesses and websites that created millions in revenue within 12 months.

### **Revenuwire – Merchant Account Coordinator | 2008 - 2009**

- Communicated features and benefits of software to our business development team.
- Analyzed new merchant software products to be loaded onto the network.
- Tested software and acted as an implementation lead internally.
- Worked to design an automated onboarding process with business development and engineering teams.
- Liaison for inter-company operations between Paretologic, Revenuwire, Safecart ecommerce and Trialpay.

### **Revenuwire – Support Lead | 2008**

- Developed an Outline and Training Manual for the support team and led the customer support team.
- Trained and built-up the support team for an in-house call centre.
- Setup procedures and processes to follow with technical documentation and guide.
- Supervised the transition of the new lead support role.

## ALEXANDER KLINE | RESUME

Highlight: Worked with the business development team to double the number of merchants and triple the number of products on the Revenuwire network.

### **Cesium Computer Corporation – Co-founder, President | 2004 - 2008**

- Established a seven member incorporated computer design and production company.
- Prepared proposals for large hardware and software contracts.
- Designed and built high end systems for gaming, film, music production and business.

Highlight: Designed, built and supported hundreds of custom built high end computer systems and hardware.

### **Fusion Digital Technologies – Principal Consultant | 1998 - 2005**

- Provided clients with a range of consulting services such as business development, sales and marketing, bookkeeping, digital design, purchasing and support.

Notable Clients: IIBD, Edoc Systems Group, Netromedia, CW Multimedia, Tom Harris Cellular, National Money Mart, Warden Engineering, Scooter Underground, Victoria City motors and Discovery Computers.

## EDUCATION

B.Comm. in Entrepreneurial Management, Royal Roads University  
Project Management Essentials Certificate, Royal Roads University  
Practicing Exponential Foresight Certificate, Singularity University  
Human Computer Interaction Course – Stanford University (Online)  
Financial Accounting Certificate, Royal Roads University  
Community Coach Senior level – Canadian Soccer Association

## COMMUNITY

### **Entrepreneur Society Pitch Event Coordinator | 2014**

Recruited a local startup company leaders to pitch to multiple investors.

### **Royal Roads University B.Comm. Final Exam Panel Judge | 2013**

Presentation marker and judge for B.Comm. students in final year.

### **Royal Roads University, International Case Competition Lead Case Writer & Panel Judge | 2012**

Worked extensively with Accent Inns executive management team to research and develop a live case used for final round of international case competition hosted by Royal Roads University.

### **Make Music Project Leadership coaching and mentoring | 2010**

Facilitated volunteer roundtable ideation and business planning discussions and mentored youth.

### **Lakehill FC U-17 Silver Soccer Coach | 2007**

Coached a team to championship finals on Vancouver Island, BC.