



# Alexander (Alex) Hemmerlein

## Analyst/Associate

Combining venture investing, strategy, and project management skills to support innovation-first teams. Data-driven collaborator with experience scaling communities and implementing go-to-market strategies.

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## Work Experience

Let's Bivy

Los Angeles, CA

### Owner (Part-Time, 10 hours/week)

Sep 2018 – Present

- Scaled outdoor guiding platform for university students. Trained and managed 35 guides who have led 4,500 students outside.
- Jul – Sep 2023 – Budgeted, planned, and led 10-person backpacking trip through Indonesia, Vietnam, Japan, and New Zealand.

Newchip Accelerator (Filed Chapter 7)

Austin, TX

### Senior Venture Analyst

May 2022 – Jun 2023

Analyst for world's largest online startup accelerator, responsible for managing projects and the complete investment cycle for Pre-Seed, Seed, and Series A investment opportunities.

#### Key Responsibilities

- Secured relationships with 320 SaaS, FinTech, and CleanTech executive teams from 33 countries, resulting in 52 investments.
- Created sales, investment, and market data dashboards to define strategic objectives and launch 3 major projects.

#### Key Achievements/Projects

- Collaborated with executive stakeholders to research and launch a Series A venture team, resulting in a 30% revenue increase.
- Spearheaded 12-week initiative enhancing team's knowledge of venture capital governance and trends with 96% satisfaction.
- Promoted within 6 months for team-high number of investments sourced and term sheet conversion, exceeding KPIs by 75%.

Techstars

Indianapolis, IN and Los Angeles, CA

### Venture Consultant and Team Lead

Jul 2018 – May 2022

#### Key Responsibilities

- Adapted agile methodologies during team growth from 3 to 15. Managed cross-functional projects spanning marketing, investor relations, web development, and UI/UX design.
- Developed product-market fit and go-to-market strategies for 50 startups, resulting in \$23M in capital raised.

#### Key Achievements/Projects

- Implemented data-driven marketing playbook, increasing accelerator reach from 8k to 100k and doubled email marketing CTR.
- Conducted redesign of Shark Tank company's website. Utilized surveys and Google Analytics to increase conversion by 31%.
- Managed marketing and investor relations for California-wide Demo Days and Startup Career fairs with 200-1000 attendees.

Protea Labs

Los Angeles, CA

### Co-Founder

Oct 2020 – May 2022

- Directed curriculum design and go-to-market for first-of-its-kind non-profit teaching university alumni how to angel invest.
- Established workflows for 25 accredited investors to fund companies in and around university ecosystems.

## Education

### University of Southern California, Marshall School of Business

Bachelor of Science in Business Administration, Finance Emphasis, Minor in Innovation: The Digital Entrepreneur

Cumulative Grade Point Average (GPA): 3.5 | ACT: 35/36 (99.9<sup>th</sup> percentile)

## Certifications

Project Management Professional (PMP), PMI, 2023

Securities Industry Essentials (SIE), FINRA, 2023

Eagle Scout, Boy Scouts of America, 2017

Google Project Management Professional, 2023

Google Analytics Certificate, 2020

Hobbies: [Astrophotography](#) | [Guiding backpacking trips](#) | Football | Chess | eSports – Strategy Games | Teaching personal finance