

J. ALEX DALESSIO

Summary: My fellowship is ending and I am looking to continue my work helping the public sector innovate. I am an experienced program owner with over 12 years leading customer and user-centered innovation efforts across 5 continents. I have built and launched businesses, managing UX, product, and design teams with some of the world's largest organizations and across 10+ industries. I am also a founder of two seed-funded sustainable ag-tech companies working to improve access to quality food in communities around the world. My passion is building things that people love using.

EXPERIENCE

UNITED STATES GOVERNMENT | Washington D.C. | Oct. 2017 – Present

Presidential Innovation Fellow: Various roles leading public digital innovation programs, including:

Senior Advisor, Office of the Federal CIO / Executive Office of the President | Apr. 2020 – Present

- Initiated and lead a multi-agency effort to enable better cross-government technology collaboration - directly leading to the first inter-agency Federation of cloud-based office productivity tools
- Lead multi-agency program to migrate email systems to the cloud - am currently writing the announcement for OFCIO touting success (from 44% to almost 90% gov-wide)
- Lead OFCIO in standing up a Government-wide Vendor Management Office, launched in Oct 2020

Executive Director, Login.gov (US Digital Identity Project) and Identity PMO | Aug. 2018 – Jan. 2020

- P&L owner for team of 30+ FTEs and budget of \$15M across development, financing, and product
- Oversaw launch, growing users by +300% (~20M) and revenue from \$0 to \$6M in the first year
- Won "Innovation of the Year" across all Federal Government programs (2019, FedScoop)
- Negotiated and stood-up GSA-based Identity Program Management Office

Senior Advisor, Department of Veterans Affairs / Experience Office | Oct. 2017 – Aug. 2018

- Designed project for data infrastructure modernization for the VA (winner of 2 GSA 10x awards)
- Lead communications strategy across numerous departments to improve CX across the VA
- Experience lead for VA Innovation, helping launch, run and iterate on 1st VA-wide "Innovation Summit"

BIONIC | New York, NY | Feb. 2016 – Oct. 2017

Vice President, Head of Product & Entrepreneur in Residence

- Lead \$3M/yr internal product development program for fast growing boutique consulting firm (#120 on Inc 5000, #12 in NYC, #11 on Crains NYC Fast 50 in 2018)
- Built startups from ideation through testing, modeling, and launch with F100 companies
- Clients included: Nike, Citibank, Exelon, Proctor & Gamble, AB Inbev, General Electric, examples:
 - Nike: Took a stalled program from whiteboard to pilot launch in 6 months
 - Exelon: Lead customer validation efforts for 6 concepts in 3 months with 100s of customer touchpoints

GLIDR / LAUNCHPAD CENTRAL | San Francisco, CA | May 2015 – Jan. 2016

Vice President, Operations

- Head of operations, marketing, client delivery and corporate strategy for SF based, Steve Blank startup
- Developed and deployed company-wide 100-day roadmap, increasing productivity by ~30% and employee satisfaction by ~50% (pre and post plan rollout surveys)
- Developed and deployed digital marketing program increasing lead generation by 200% in 2 months

J. ALEX DALESSIO

JOHN WILEY & SONS | New York, NY & Oxford, UK | Jan. 2013 – May 2015

Managing Director & Global Head of Technology Design & Innovation

- P&L lead and owner of \$5M/yr company-wide experience research, design and innovation program
- Built 25+ FTE team from the ground up in one year, including hiring strategy and skill balancing
- Designed and deployed global idea management platform (IDEA LAB), speaker series, workshops
- Presented new products and concepts across the company, including to leadership and external stakeholders
- Directly responsible for bringing a customer-focused product development program to the global business

RELX GROUP (LEXIS NEXIS) | New York, NY & Sydney, AU & New Delhi, India | Nov. 2008 – Jan. 2013

Senior Director, Global Product Strategy (promoted 2x from Director, Customer Discovery and Innovation)

- Directed requirements, dev, CX, UX, and go-to-market across 50+ employees and simultaneous release on 3 continents for a highly successful Microsoft partnership (\$100M+). Delivered on time and under budget
- Directed focus groups, 1:1s, ethnography, and various usability studies touching 1,000+ users globally
- Public face of new products, supporting sales and speaking at 25+ engagements/yr worldwide
- Lead social media for LexisNexis, grew user engagement and blog readership by 500% in 6 months

HELLER EHRMAN L.L.P. | San Francisco, CA | May 2006 – Oct. 2008

Attorney

- Represented Microsoft in Europe during the fallout from the EU antitrust ruling, wrote briefs reviewing antitrust claims against Cisco, Apple, Google, and other major technology companies
- *Pro Bono*: Obama for America, ensuring fair elections in battleground states for the 2008 Obama campaign and US election

UNIVERSITY OF CALIFORNIA, BERKELEY | Berkeley, CA | Aug. 2005 – May 2006

Graduate Student Instructor, Berkeley Law

- Taught Comparative Private Law and Legal Writing to Berkeley undergraduate and graduate students

ENTREPRENEURIAL EXPERIENCE

ISABEL | San Francisco, CA & Abuja, Nigeria | Nov. 2015 – Present

Co-Founder (Isabel.io)

- Designed business model and raised initial capital for seed-funded, award-winning urban ag-tech startup
- Partnered with the United Nations World Food Program in designing food systems in Peru and Chad
- Finalist, United Nations / Singularity University Global Impact Challenge
- Lead joint venture and founding of Isabel Nigeria subsidiary

CITY FARM FISH | Brooklyn, NY | Sept. 2011 – June 2015

Founder (cityfarmfish.com)

- Initial founder for environmentally, socially, and economically sustainable aquaponic project
- Developed net-energy producing, all-season controlled agriculture environment
- Managed community outreach, business dev, design, sourcing, and 12+ global partnerships
- Winner, Pratt Sustainability Incubator inclusion program

J. ALEX DALESSIO

EDUCATION

YALE UNIVERSITY

MA, Environmental Management, Sustainable Product Engineering, and Industrial Ecology

OXFORD UNIVERSITY

MBA, Inclusive Finance, Management and Strategy

UNIVERSITY OF CALIFORNIA, BERKELEY

JD, International Private Comparative Law and International Competition

ADVISOR

OCURUS.COM

2017 – present | Lead US and European business development. Winner, Best AR & VR Experience Platform in Asia-Pacific, APAC Business Insider

MASSIVE.SCI

2016 – 2018 | Brokered initial raise for media company focused on expanding the reach of STEM-focused content. Funded by Bloomberg, General Electric.

SCIENCE.AI

2016 – 2020 | Discovered and helped raise initial funding for next-gen publishing platform. Funded through Series A. Techstars 2016

PARISPICNIC.COM

2014 – 2016 | Initial investor. Voted the TripAdvisor #1 restaurant in Paris for over 15 months.

INTERNATIONAL EXPERIENCE

Lived in 8 countries: USA, Fiji Islands, Spain, Argentina, The Netherlands, Italy, Ireland, and Australia

Worked professionally in 6 countries: USA, Argentina, The Netherlands, Italy, Ireland, and Australia

Traveled to 70+ countries: sailed the Amazon and the Nile; traveled the full length of the Pan-American highway and the Trans-Siberian railroad; crossed parts of East, West, and North Africa; cruised South East Asia; trekked across Northern India and the border of Pakistan; and crisscrossed Europe various times.

ADDITIONAL SKILLS

Skills: extensive experience navigating and editing policy and governance documents; media savvy; fluency in teaching and leading human centered design, design thinking, and agile/iterative design/development processes; basic knowledge of coding languages; strong enterprise technology experience and awareness, including solution evaluation and acquisition in both public and private sector

Languages: English (native); Spanish (excellent); Italian (proficient); Dutch (basic)

Work Eligibility: US Citizen. Able to work legally in the US, EU and Peru.

PATENTS

Systems And Methods For Ranking A Plurality Of Documents Based On User Activity;
United States 20140236964 A1
Issued: August 24, 2014

Ranking Documents Based On User Activity;
United States 2014130308 A1
Issued: August 24, 2014

Systems And Methods For Providing A Validation Tool; United States 08239415
Issued: August 7, 2012

Systems And Methods For Creating And Using A Research Map; United States 20120166425 |
Issued: June 28, 2012