

# Alex von Allmen

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## SUMMARY

Results oriented marketing communications professional with experience in healthcare, SaaS, telecom and Insurance industries. Continuous learner and problem solver. Kellogg MBA in marketing and finance.

## SKILLS

### BUSINESS

Design -logo, brand, website and print  
Lead Generation - YouTube Ads and Google Ads  
Finance - Analyst for \$1 billion division of AT&T  
Writing - published book and blog author  
Coaching - consulting and teacher  
Speaking - Certified Toastmaster /keynote speaker  
Strategy - business model and planning  
Leadership - employee and contractor teams  
Data Science - (MS Access & SQL Query)

### SOFTWARE

Adobe Illustrator, Acrobat, Photoshop and Premiere  
Google Ad and YouTube Ad Campaigns  
YouTube Content Dev and Channel Management  
Microsoft and Google Office Suites  
Wordpress / Divi Builder / Plugins  
Productivity / Chat GPT / Zoom / HappyScribe  
E-commerce / Bookeo / SendOwl / Shopify / Stripe  
CRM - MailChimp / Salesforce and others

## PROFESSIONAL EXPERIENCE

**BrandMother**, Director

2019 - present

BrandMother is a branding, digital design and marketing agency that has worked with hundreds of clients worldwide to help create millions of positive client impressions resulting in billions in sales.

- Brand Naming and Identity Design - hundreds of naming and logo design projects worldwide;
- Business plan and model development (Blissidys.com, Club Nirvana);
- Lean startup methodology and implementation;
- Creating brand stories, presentations and narratives including sliders and video;
- WordPress websites that are optimized for smartphones, tablets and desktops;
- Lead Generation (Google, FaceBook and YouTube Ads and Linked-in);
- Authored and self-published six books on topics in psychology, business and health;
- Obtained \$10K per month Google Ad grants for two nonprofit organizations.

## Carecapacity, Marketing & Business Development

2019 - 2022

Carecapacity, formerly UBQ, is an early-stage start-up software service (SaaS) that reduces emergency department wait times, improves patient and provider satisfaction and is installed at over 12 hospitals. Joined company as its first non-physician in fractional CMO/ Business role.

- **Developed ROI Value Model** illustrating that the service created \$30 million in value at 60K patient visit hospital within 3 years of implementation. Created CFO spreadsheet tools and used derived value to help develop pay per visit (PPV) pricing model.
- **Helped rebrand the new company** from predecessor “UBQ” to “Carecapacity” to better align with new demand-capacity focus. Helped refine positioning narrative for Revenue Value Unit (RVU) cultures.
- **Created marketing materials** including website, brochures, slide decks, product tour/onboarding videos and trade show booth designs.
- **Initiated alliance** with peer company with installed base of emergency groups and access to over 10 million anonymized patient visit database for AI and Machine Learning applications.
- **Attended Industry trade shows** (EDPMA, ACEP and IHI). Designed trade show booths, presentations, provided lead capture and follow-up.
- **Secured sales presentations for pilots** with VPs of Clinical Performance at Schumacher, Alton Health as well as a half-dozen independent group leaders. We have completed a successful pilot of next gen technology with TeamHealth.

## Newsura, Marketing & Business Development

2014 – 2018

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Joined chief marketing officer role with the goal to help to position the company as a national provider of medical liability insurance and risk reduction services.

- Tradeshows and digital campaigns resulted in B2B lead generation opportunities to quote insurance for over 2.5 million patient visits nationwide.
- Co-created FailSafe Healthcare and became a federally registered Patient Safety Organization (PSO). Developed a smart-phone platform to engage physicians in quality improvement.
- Project Haystack - Inspired by banking industry fraud detection, outlined medical error prediction AI system. Recruited respected chief medical officer, data partner (D2I) and AI data scientist.

## **LogoLab, Inc. Co-founder of logo design ecommerce business**

**1997-2014**

Bootstrapped internet ecommerce design company to over 1500 clients worldwide to become a leader in the logo design space. Pivoted to brand consulting (**BrandMother**) when the market shifted.

- Pioneered interactive design, created go-to-market strategy to provide logo design services to small businesses. Secured over 1,500 clients worldwide including assignments with Harvard, VF Wrangler, Columbia University, ACN Telecom, and AT&T.
- Secured top rankings in Yahoo and Google search engines. Developed national direct response campaigns and A/B split tested postcards designs that generated hundreds of leads per month.

## **AT&T Wireless / CellularOne**

**1991-1997**

Helped launch and bring to market new products, services and approaches that increased revenue and revenue retention.

### **Product Marketing Manager (B2C)**

- **VoiceMail Service** - Increased gross activations by over 400% in 6 months by reframing voicemail as an integrated part of wireless service. Coordinated conversion to new Octel Sierra platform.
- **SecurityPlus Insurance** - Launched the first mobile phone Insurance program.

### **Senior Business Revenue Retention Analyst**

- Introduced "Lifetime Value" (LTV) analysis techniques to compare retention strategies. Used DISC assessments to identify representatives with highest performance - 60% versus 8% save rates. Expansion of the regional save team had projected \$60 million annual LTV.
- Researched and implemented SQL reporting tools later adopted by the entire region. Developed automated daily reporting system for sales and channel managers replacing manual process that took 4 hours per day
- Initiated test of super-computer system to analyze call pattern behavior and provide transparency into calling plan assumptions. First analysis looked at frequency of friends and families calls with a projected \$3 million annual impact.

## **Teradyne, Product Marketing Manager (B2B)**

**1984 - 1987**

- **Voice Response System** - Worked with engineering teams to achieve over \$6 million in voice response system business.
- **Remote Configuration System** – Launched division’s first software service and obtained over 95% penetration of base.

## **EXPERIENCE** (continued)

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|---|------------------------|
| ● DIALPRO Systems, Account Sales Representative               | San Diego, CA          |
| ● Celluland, New Product/Service Development                  | San Diego, CA          |
| ● Genesis Electronics, Application Marketing                  | Folsom, CA             |
| ● Westinghouse, Marketing Intern                              | Delft, The Netherlands |
| ● Kentucky Fried Chicken Corporation, Decision support Intern | Louisville, KY         |
| ● US House of Representatives, Congressional Intern           | Washington, DC         |

## **EDUCATION**

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### **Kellogg School – Northwestern University**

MBA, Marketing -Finance

### **University of Delft in Netherlands**

Exchange Student MBA program

### **Vanderbilt University**

BA Economics

## **TRAINING**

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- **Sales** - Sales Training from Blair Singer, Dale Carnegie, Wilson Learning and Brian Tracy
- **Database** - National Conference on Database Marketing, MS Access Application Development

## **OTHER ACCOMPLISHMENTS**

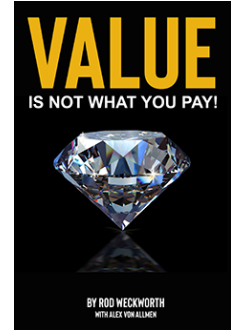
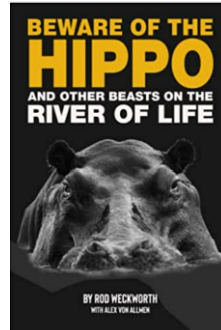
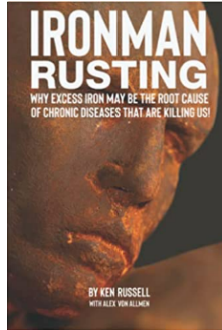
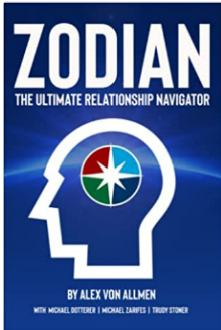
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Eagle Scout


## PORTFOLIO SAMPLES

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### AUTHORED BOOKS



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Welcome ▾ Zoom ERC Program ▾ Solutions ▾ Services ▾ Portfolio ▾ Reflections Contact 🔍




**Build Brand Credibility & Trust**  
Name & Logo • Positioning • Website & Print Collateral


• • • • •




STRATEGY




BRAND




DESIGN



LEAD FLOW



SALES



GROWTH

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Improve Performance & Profitability

Reduce "left without being seen" (LWBS) or "left before treatment complete" (LBTC). Reduce length of stay (LOS). Improve your reputation and increase patient visits. Patients, providers and hospital c-suites are all happier. click here

Manage Demand Capacity

With Flex Up and Flex Down capabilities UBQ's smart assignment enhances an ED's ability to adjust provider scheduling in near real time to meet fluctuating demand while optimizes provider satisfaction. click here

Up Bed Capacity Delay Capital Expansions

Any way you look at it, building or expanding a hospital is expensive! Experts estimate up to \$1.4 million per bed in construction costs. Carecapacity provides immediate bed capacity by reducing length of stays. click here

Reduce Burnout & Turnover

Improve teamwork and reduce stress and burnout for physicians, APCs and nursing staff. Ultimately reduce turnover, recruiting and training expenses. click here

Guys, it's incredible! [Carecapacity] took an hour off of high acuity times and 36 minutes off of low acuity times within a week of implementation.

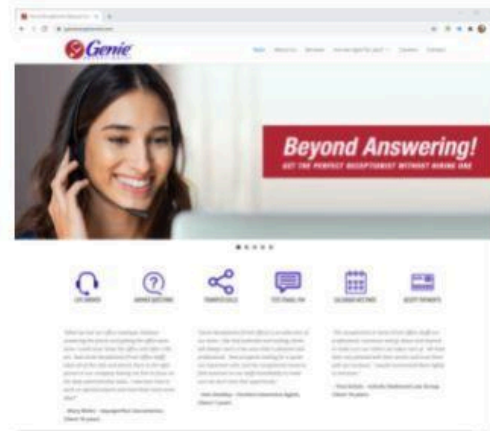
-Adam Schwartz, MD, FACEP, Director Kaiser San Diego Emergency Department

Carecapacity [UBQ] helped transform our ED into a model of efficiency. It is a key component to our everyday operations.

-Ralph Rosignolo, RN, MBA, Nurse Director Sentara Leigh Emergency Department



Genie Receptionist is a provider of Virtual Receptionist services to small business. The company began as Front Office Staff and with a little magic will become a "Uber opportunity for home-based receptionists". BrandMother has worked on call center traffic analysis , beta testing new cloud-based software, hiring and marketing strategies.













### ACN Telecom

We redesigned the logo for ACN, a direct seller of Voice Over Internet (VOIP) telecom services. Since our re-design the company has grown from about \$75 million to over \$750 million in sales. The logo brand has been applied to consumer telephones, marketing collateral materials and building signage.



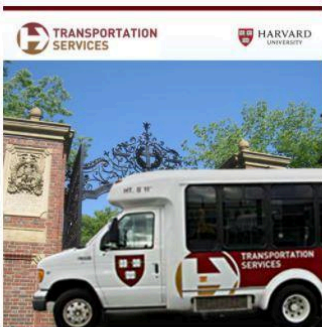
### Weckworth Electric

Weckworth Electric is a leading commercial electrical contractor based in Eldorado Hills California with clients the likes of Blue Shield, Hyatt Hotels, Sacramento River Cats, Raging Wire, Sutter Homes and Kendall Jackson Wineries. This privately held company has grown from start up (zero) to millions in sales and has been featured in the Sacramento Business Journal's Top 25 fastest growing list.



### Trimark

Trimark helps companies connect to the electric grid so they can sell energy. Trimark's innovative, full-featured SCADA systems are developed in-house and include revenue meters, meteorological stations, network drops, and server cabinets. BrandMother designed the original logo in 2000 and helped to apply the identity to websites, software dashboards and building signage. Since then the company has gone from start-up to over \$20 million in sales and employs over 50 people.



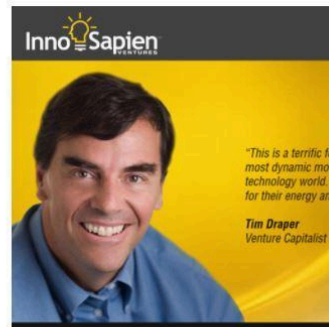
### Harvard Transport

Harvard is America's oldest and perhaps most prestigious university. BrandMother's LogoLab designed both the logo and vehicle signage for the institution's campus transportation. And we already feel smarter" for doing so.



### The Pro Players Network

The Pro Players Network was founded by former NFL player Brad Legatt (1990, 1991, 1993 – New Orleans Saints, 1992 – Detroit Lions) to promote what retired NFL players are doing today. Son of highly respected NFL Player & coach Earl Leggett, who played in the NFL for 12 years, Brad and Earl were the first father & son to play for the New Orleans Saints. BrandMother assisted with logo and website design.



### InnoSapien Ventures

Gopan Madathil is the President of a leading Venture Accelerator from Silicon Valley with a focus on Mobility and Healthcare. Since inception, over 150 companies have come through the program and over 100 alumni have raised more than \$400M dollars in angel and venture funding. He's trusted partner & coach to startups and assists with fundraising. BrandMother help develop his new InnoSapien brand name, logo and website.