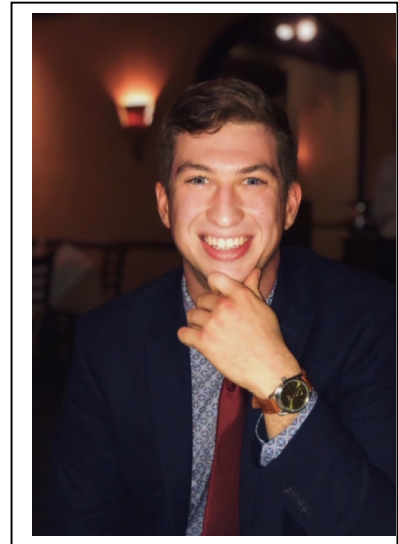


Alex Messinger
Mechanical Engineering
Innovation Fellows Program - University of Florida
Herbert Wertheim College of Engineering/Warrington College of Business

Alex Messinger is a senior at the University of Florida, studying Mechanical Engineering. He has focused his education on examining the business side of the engineering and technology industries. He is a recipient of the Certificate of Engineering Leadership, awarded after taking extensive courses from top industry, military, and public leaders to determine the skills and virtues most critical in preparing for leadership roles in engineering careers. After graduation Alex plans to pursue his MBA at the University of Florida.



While at UF, Alex has gotten involved with a few organizations on campus. He has served two terms as the Alumni Relations Chair for the Alpha Epsilon Pi Fraternity. Alex aided in streamlining and reorganizing the outdated communication process between current brothers and alumni. He also spent a year long term as the Event Coordinator for the Florida Clum Swim and Dive Team. In his time on the Team's Executive Board, Alex created and implemented a chair-position program to increase team member involvement and productivity. Alex also serves as a recruiter for Birthright Israel. He encourages former Birthright participants to continue exploring their Jewish identity by helping them find active roles in Jewish organizations nationwide.

Alex has been a Sales Development Representative at a local company, The Selling Factory, for the last two years. The Selling Factory has a high energy selling environment that coaches students, entrepreneurs, and sales professionals in the skills they need to be successful in business. While at the company, Alex developed strong sales and communication skills through email, phone, and social media marketing campaigns. He also learned how to conduct extensive market research and perform detailed B2B lead generation and sales channel development. Most notably, Alex is the project manager for a \$1.5-million-dollar partnership between two of the company's largest clients.