



**Alex Morrison** As senior vice president, Business Development, Alex Morrison works closely with the affiliate companies of Strada Education Network, helping to support revenue growth and strategic partnerships through strategy and execution advisement as well as direct relationship building.

An expert in the education technology market, Alex has built and managed sales and marketing strategies and teams for a broad range of companies. Prior to joining Strada, Alex ran his own market strategy and business development consulting firm, Lynn Street Partners, supporting a variety of education companies in the US and internationally.

Alex's formative education market experience comes from a variety of roles he held at Discovery Channel and Discovery's education unit over 13 years. He served as vice president, business partnerships where he led the development and management of business-to-business relationships in U.S. and Canadian markets. He also supported Discovery Education's international growth efforts in Central America, South America and Africa as well as Discovery's corporate development team, advising on education-related acquisitions and investments. Prior to his business partnerships role, he served as vice president, education partnerships, leading three of the five regional teams selling Discovery Education products and services to K-12 school districts in the United States.

Alex is a graduate of Randolph-Macon College and serves on the college's Board of Alumni. He also serves on the boards of several nonprofits, including EarthEcho International.

