

# **Alex Baker**

**Partner at Relay Ventures**

Toronto, ON, CA

Alex Baker is a member of the IDEABOOST Investment Advisory Group

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## **Biography**

Alex is a Partner at Relay Ventures, an early stage venture fund exclusively focused on mobile computing. Alex oversees direct investments in a broad range of mobile applications and services companies. Alex is an active board member and observer in supporting Amp Me, 7shifts, Nymi, Influitive, TouchBistro and Kira. Alex oversees the Fund's affiliate program investments that include Highline and Next36, and Alex is an advisor to the DMZ (Ryerson). Alex is a frequent speaker and panelist at corporate and venture capital events, including CIX, CTIA Wireless, IDCEE (Ukraine) and Mobile Monday.

Prior to joining the team in 2008, Alex worked as a management consultant with BearingPoint and PwC Consulting. As a senior manager, he lead a wide range of consulting assignments covering business strategy and implementation of retail banking, consumer and commercial credit card and loyalty marketing solutions. Alex has managed large projects for some of the world's most prominent financial institutions, including Visa, American Express, PayPal, Bank of America, BarclayCard and CIBC. Alex began his career at The Loyalty Group where he helped launch the AIR MILES for Business program.

Alex is a graduate from the Schulich School of Business (York University) and is a Kauffman Fellow. Alex is based in Toronto.

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## **Areas of Expertise**

Venture Capital, Business Strategy, Start-Ups, Entrepreneurship, Investments, Strategic Planning, Management Consulting, Corporate Development

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