Alexander S. Prescott

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SUMMARY

Operator with experience analyzing complex financial systems and translating operational insight into scalable workflows and platform-level opportunities for product development.

EDUCATION

Georgia Institute of Technology – Scheller College of Business *Atlanta, GA*
Master of Business Administration (MBA) *Expected Completion: May 2027*
Concentrations: Finance, Business Analytics & Machine Learning

The University of Alabama *Tuscaloosa, AL*
Bachelor of Arts in Communication,
Major: Advertising & Entrepreneurship

PROFESSIONAL EXPERIENCE

Advisory Services Network, LLC *August 2018 – Present*
Platform Strategy Manager & Operations (November 2020 - Present)

- Lead the planning and execution of growth strategies for a multi-firm advisory platform, using data and performance insights to inform scalable decision-making.
- Evaluate how independent advisory firms operate and grow, identifying inefficiencies and translating findings into repeatable workflows and optimization frameworks.
- Coordinate operations and integrations across eighteen advisory practices and multiple custodial technology platforms, gaining hands-on exposure to complex system architectures.
- Improve data accuracy, process integrity, and reporting reliability across trading and operational systems supporting more than $650 million in client assets.
- Analyze portfolio activity, cash flows, and transaction data to surface patterns that inform process improvements and future platform design.

Operations and Transition Specialist (August 2018 – November 2020)

- Executed and reconciled daily financial transactions across multiple custodians, including securities trades, payments, and settlements.
- Delivered advisor and client support, resolving operational issues and ensuring seamless account management.
- Managed advisor onboarding processes, overseeing account transfers and systems integration across custodial platforms.

Primerica *June 2017 – August 2017*
Marketing Analyst Intern

- Conducted competitive analysis on fee structures across top 25 financial institutions to support pricing strategy refinement.
- Used data analytics to identify investor acquisition gaps and enhance marketing effectiveness.

Mainstay Capital Markets Consulting, Inc. *May 2016 – August 2016*
Business Development Intern

- Supported creation and distribution of marketing materials to prospective institutional clients.
- Contributed to RFP and proposal development for consulting engagements.

LEADERSHIP ROLES

Graduate Entrepreneurship Club of Georgia Tech
Board Member *August 2025 – Present*

- Serve on the Board of the Graduate Entrepreneurship Club, helping build a cross-disciplinary entrepreneurship platform for graduate students across MBA, Master's, and PhD programs, with programming focused on venture creation, entrepreneurship through acquisition, and operator-led business models.

LB3 Lacrosse May *2014 – August 2016*
Head Coach for U15 Summer Travel Team

- Designed training programs and led team development, emphasizing leadership, discipline, and performance.

CERTIFICATIONS: Bloomberg Market Concepts (BCM), Google Analytics, Digital Marketing Institute – Certified Digital Marketing Professional.

TECHNICAL SKILLS:

- Programming & AI: R, Machine Learning (Applied), Generative AI, Agentic AI
- Analytics & Tools: Data Visualization, Decision Analytics, Excel
- Design: Adobe InDesign, Illustrator, Photoshop