

# Alex Bratton

**CEO & Chief Geek at Lextech Global Services**

Lisle, IL, US

CEO & Chief Geek, Views Technology Through a Business-Focused Lens

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## Biography

Alex Bratton is a technology visionary and serial entrepreneur motivated by his passion for implementing technology in new ways. He specializes in identifying unique business opportunities by forecasting the impact of new technologies, and then applies that knowledge to create revenue generating companies, products, and systems. Alex currently serves as CEO for two Chicago area technology companies, Lextech Global Services and Lextech Labs. Lextech Global Services is a leading developer of mobile applications with serious business value, and Lextech Labs is an award-winning mobile video surveillance solution provider. He also recently founded a third organization, Serious Apps, which will develop game-changing mobile software products. Alex founded 9 other companies before founding Lextech Global Services, Lextech Labs and Serious Apps. From a control system for a stabilized rocket launching platform to an online magazine publishing system to a medical entry iPhone app, Alex has guided the creation of countless cutting edge systems. He has provided business and technology strategy, systems architecture and technology execution expertise for 100+ companies. Alex received his BS degree in Computer Engineering from the University of Illinois. While there he worked at the National Center for Supercomputing Applications developing network and collaboration applications on the same team that would 2 years later create the Mosaic web browser.

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## Availability

Keynote, Panelist, Author Appearance

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## Industry Expertise

IT Services/Consulting, Business Services, Computer Software

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## Areas of Expertise

5 Secrets to Successful Enterprise App Development, The Consumerization of It, Mobile Technology is Changing the World, 20 Business Secrets Every Aspiring Entrepreneur Should Know, Indicators of Mobile App Opportunities

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## Affiliations

Vistage, LEGG

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## Event Appearances

**My Unique Lessons Learned by Founding and Managing 11 Businesses**  
Illinois Launch Mentoring Event

**There Should Be An App For That: Top 10 Indicators of Mobile App Opportunities**  
National Collegiate Entrepreneurs? Organization Conference

**Priceless Advice for Aspiring Entrepreneurs**  
Statup Cafe at the University of Illinois Research Park

**5 Secrets to Enterprise Mobile App Development**  
Techapalooza - Do It Best Corp

**Making Money with Mobile Computing**  
Technology Summit - The Executive Club of Chicago

**Roundtable Panelist**  
CEO Roundtable (Hosted by CEO Intronet on CBS 2)

**Roundtable Panelist**  
University of Chicago Mobile Startup Entrepreneurs? Panel

**5 Secrets to Enterprise App Success**  
North American Dealer Information Technology Association Annual Conference

**There Should Be An App For That: Top 10 Indicators of Mobile App Opportunities**  
National Collegiate Entrepreneurs? Organization Conference

**Mobile Technology is Changing the World. Are You Ready?**  
Engineering at Illinois - In The Loop

**Opportunistic Innovation in the Mobile Landscape**  
Windy City Chapter Meeting - Association of Information Technology Professionals

**The Consumerization of IT**  
NAW Billion Dollar Company CIO Roundtable

**Opportunistic Innovation**  
Business Innovation Conference

**Cofounders, Hiring and Firing: The Most Important Decisions You Will Make for Your Business**  
Founder Institute

**How Lextech Uses Apple Technology**  
Business Networking Event at the Apple Store

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## Education

University of Illinois at Urbana-Champaign  
BS Computer Engineering

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