

# GEORGE A. ALEXANDROU

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**Enterprise CIO/CTO • Digital Transformation • M&A Integration & IT Carve-Outs • Board & Executive Advisory  
Board & Executive Advisory • Revenue Growth & Operational Excellence • Vendor Strategy & Negotiation  
Technology Cost Optimization & P&L Management • Enterprise Architecture & Modernization**

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## EXECUTIVE SUMMARY

Transformational **Enterprise CIO/CTO and Technology Executive** with 30+ years of experience leading technology strategy, digital transformation, M&A integration, and business transformation across global organizations in **Financial Services, Manufacturing, Consumer Goods, High Tech, Biotech, Digital Publishing, and Start-ups**. Proven ability to align technology with business strategy to drive **revenue growth, operational efficiency, cost reduction, risk management, and enterprise value**. A pioneer in leveraging emerging technologies, from early enterprise AI acquisitions to modern AI frameworks, automated warehouse robotics, and large-scale Cloud/SaaS modernization. Proven ability to identify emerging technologies early, translate them into practical business applications, and scale them to improve operational efficiency, customer experience, and competitive advantage. Experienced in leading global teams, modernizing enterprise platforms, executing complex M&A integrations and carve-outs, and delivering large-scale digital and ERP transformations. Trusted advisor to **CEOs, executive teams, and boards**, with expertise in technology strategy, cybersecurity, governance, enterprise architecture, vendor management, and organizational change. **Industrial Advisory Board member for two New York universities.**  
**USA & EU dual citizen.**

## CORE TECHNICAL COMPETENCIES SUMMARY

- **Cloud & SaaS:** Microsoft Azure, AWS, Oracle, Google, VMWare & Hybrid-Cloud Architecture
- **Enterprise & Systems Architecture**
- **Generative AI Transformation Opportunities**
- **HRMS/HCM:** UKG, PeopleSoft, Workday
- **API / EDI:** .Net, Boomi, Salesforce, WebSphere, AWS
- **ERP:** SAP & SAP S/4HANA, Microsoft D365, Oracle NetSuite & JD Edwards E1, AS/400 VAI S2K, 3PL
- **eCommerce:** Shopify-Plus, Amazon.com, Clickability
- **Marketing:** Oracle Eloqua & Pronto
- **Data Analytics:** Power BI, Oracle, SAP Crystal Reports
- **CRM:** SAP, Oracle SalesCloud, Salesforce, Monday
- **POS & POD:** Pepsi HHD, MS+, Omnitracs, ElitePOS
- **WMS & Data Strategy Impl.:** SAP, RT, Oracle, Microsoft
- **PLM:** Infor Optiva
- **BI & Data Analytics:** Google, Microsoft, IBM
- **Cybersecurity:** CISCO, DUO, Microsoft, CrowdStrike
- **IT Infrastructure & Networks:** CISCO, & Meraki
- **Demand Planning & Supply Chain:** Logility, Blue-Ridge
- **Regulatory:** SOX, SEC, Cybersecurity

## PROFESSIONAL EXPERIENCE

**StratusCxO, LLC**, White Plains, NY

**2025 – Present**

### ***Fractional CIO/CTO & Technology Strategist***

- Serve as a **Fractional CIO/CTO and strategic technology advisor** to CEOs, executive teams, and boards, providing independent executive guidance across **technology strategy, digital transformation, cybersecurity, governance, enterprise architecture, and technology investment**.
- Advise organizations on aligning **technology strategy and investments with business objectives**, evaluating operating models and enterprise architecture, prioritizing transformation initiatives, and establishing governance and accountability to drive measurable business outcomes and enterprise value.
- Through **Bridgepointe Technologies**, advise executive leadership on **digital transformation, technology modernization, strategic investments, vendor optimization, and technology governance**, leveraging a broad technology ecosystem to evaluate solutions and develop business-aligned strategies.
- Identify and deliver **technology cost-reduction opportunities** through contract negotiations, vendor benchmarking, procurement strategy, and technology spend analysis, uncovering overpayment, redundant

services, and unfavorable contractual terms while protecting service levels and operational continuity.

- Provide **board and executive advisory services**, bringing an independent technology perspective to strategic discussions involving **cybersecurity and risk, digital transformation, technology investments, emerging technologies, and enterprise governance**.
- Partner with executive and fractional leadership teams to **challenge assumptions, clarify priorities, establish accountability, and translate complex technology decisions into actionable business strategies** that support growth, scalability, and long-term enterprise value.

**Max Finkelstein, Inc.**, New York City, NY

**2019 – 2025**

**VP & Chief Information Officer (CIO) & Company's Executive Board Member**

Northeast's largest U.S. distributor of tires. Founded in 1919. It was acquired by U.S. Venture, Inc., in 2022.

- Developed and implemented the company's new Digital Transformation strategy and roadmap, aligning with the CEO, business leaders, and the Board, which resulted in a unified vision and successful transformation initiatives.
- Led the successful implementation of the Oracle NetSuite ERP system, improving operational workflows and positioning the company for future SAP/4HANA integration.
- Served as a member of the company's Board of Directors, providing strategic IT insights that informed executive decision-making and supported long-term growth, contributing to a doubling of company revenue to \$1.3 billion.

**U.S. AutoForce** is the largest U.S. distributor of tires, undercar parts, and lubricants, with over 75 warehouses. It is the largest division of U.S. Venture, Inc. Since the acquisition by U.S. Venture, maintained Max Finkelstein's CIO responsibilities while expanding the role to:

- Support the US Venture's Microsoft D365 Global new ERP system.
- Led the successful migration of two acquired divisions from legacy ERP systems to Microsoft D365.
- Managed and enhanced operations systems, including Demand Planning, Supply Chain, Warehouse Automation, Robotics and AI, Distribution, Shipping, POS, and POD.
- Partnered with leadership to develop and implement a strategic reorganization plan, improving operational efficiency and scalability.

**MANA Products, Inc.**, New York City, NY

**2014 – 2019**

**VP & Chief Information Officer (CIO) & Company's Executive Board Member**

MANA is the world's leading partner for innovative development and manufacturing of branded and private-label prestige beauty products. MANA's customers are among the most prestigious cosmetic companies in the world.

- Transformed IT operations by spearheading a comprehensive Digital Transformation strategy, streamlining business processes, and positioning the company for future technological advancements.
- Rebuilt the IT department from the ground up while leading the successful deployment of the Oracle JDE EnterpriseOne ERP system, driving operational efficiency across manufacturing, distribution, finance, and sales.
- Optimized manufacturing automation, implementing Oracle JD Edwards Manufacturing Scheduler and advanced process automation, increasing productivity and reducing costs by \$2.5 million annually.
- Oversaw enterprise cybersecurity, including implementation and operational use of Cisco Umbrella for DNS-layer security, secure internet access, and threat protection across corporate and manufacturing environments.
- Served as a key member of the company's Board of Directors, providing strategic IT insights that informed executive decision-making and supported long-term growth.

**S&P Global (Standard & Poor's)**, New York City, NY

**2011 – 2014**

**Director of IT, Sales & Marketing & eCommerce Systems**

- Successfully integrated the Sales, Marketing, and IT teams, fostering enhanced collaboration and cooperation, which led to a dramatic reduction in operating costs and improved overall team efficiency, resulting in a \$5 million annual cost reduction and significantly boosting systems efficiency in design, development, and delivery.
- Directly managed a team of developers across three geographic locations while overseeing the team in India, ensuring effective project execution and consistent delivery of high-quality results.

**Ross Computer Systems, Inc. (AFS Technologies), New York City, NY****2009 – 2011****Chief Technology Officer (CTO) & Head of IT**

Leading provider of route accounting and direct store delivery software systems (ERP).

- Managed day-to-day IT activities and operations while simultaneously redesigning the company's flagship ERP system and POS mobile app, which improved overall system performance and user experience.
- Transitioned the ERP system and POS mobile app to a cloud-based architecture.
- Led the transformation from a desktop/server model to a Web/SaaS model, driving a 40% increase in revenue by transitioning the company to a subscription-based model.

**Next Access Technologies, Inc., Stamford, CT****2009****Chief Technology Officer (CTO) & Head of IT (Consultant)**

A Startup for smartphone and tablet security systems.

**PepsiCo, Inc., Purchase, NY****1994 – 2009****Chief Technologist, Pepsi-Mexico & Pepsi-Europe**

- Led the development and implementation of new data centers for the company's European private/internal cloud, enhancing data management capabilities and improving operational efficiency across the region. Incorporated Disaster Recovery (DR) and Business Continuity (BC) plans.
- Spearheaded the implementation of new ERP-SAP manufacturing and distribution systems to streamline operations and improve real-time data access, leading to increased productivity and cost savings.

**Enterprise IT Leader: Center-of-Excellence, Enterprise Architecture, Emerging Technologies, Acquisitions**

- Founding member of PepsiCo's Center-of-Excellence (CoE) and the Enterprise Architecture team.
- Led the design, architecture, governance, and policy development for new systems and technologies, improving system efficiency, security, and alignment with organizational goals.
- Led PepsiCo's first AI acquisition, a startup specializing in identifying customer deals for delivery drivers.
- Chief Architect of Pepsi's 272 Bottler acquisitions.

**Chief Architect & PMO for NextGen and ePad**

- Championed a multi-million-dollar Sales & Delivery POS and technician handheld rollout across North America, scaling to 30,000+ units and driving a 45% productivity boost with a 2-year ROI for both platforms.

**BOARD APPOINTMENTS & ACHIEVEMENTS**

- **Max Finkelstein, Inc.**, Board of Directors Member
- **MANA Products, Inc.**, Board of Directors Member
- **Cyprus-U.S. Chamber of Commerce**, Board of Directors Member
- **Thought Leadership & Industry Influence:** Creator of the "The Ten Commandments of..." executive thought-leadership series, including The Ten Commandments of "a Fractional CIO/CTO" and "Digital Transformation Orchestration". New series is currently in development— view links on my LinkedIn profile or StratusCxO.com
- **Featured in numerous magazine interviews and podcast appearances** on leadership, technology, business, and digital transformation — view links on my LinkedIn profile or StratusCxO.com
- **New York Institute of Technology (NYIT) – School of Engineering and Computing Science**, Industrial Advisory Board (IAB) Member
- **St. John's University – School of Computer Science & Technology**, Industrial Advisory Board (IAB) Member
- **Microsoft Mobile Advisory Board**, Executive Board Member
- **Alexander Hamilton Gold Award of Excellence** by Treasury and Risk Management, PepsiCo / Frito-Lay
- Author of **The UNIX Training Boot Camp**, published by PepsiCo Press; featured for 13 consecutive years

**EDUCATION**

**Queens College, City University of New York, New York City, NY**

Bachelor of Arts (BA) in Computer Science