



1+512.736.5865
molly@itpconsulting.net
molly-alexander.com
18 N Main, Elgin, TX 78621

EDUCATION, EXPERTISE & AWARDS

BA, History & Urban Studies, 1987
Trinity University, San Antonio, TX

EXPERTISE

Retail - Development + Operations
Urban Place Management
Business Strategy + Implementation
Customer Experience
Park Development, Operations & Management
Public Speaking

AWARDS

American Institute of Architects, Austin Chapter + Austin Foundation for Architecture
Alan Taniguchi, FAIA Award for Public Architecture, 2023
Elgin, Texas Chamber of Commerce
Business Leader of the Year, 2023
Business of the Year, 2014

Texas Downtown Association
Best Business in Texas, 2014
The Owl Wine Bar & Home Goods Store

Molly Alexander

Founder & CEO
ITP Consulting

PROFILE

Through ITP Consulting, the retail and downtown revitalization firm she founded, Molly Alexander creates and implements sustainable retail strategies and fosters vibrant, authentic and vital places.

EXPERIENCE

ITP Consulting | 2022 - Present

Founder & CEO

Ms. Alexander created ITP Consulting to work with clients on creating implementable strategies to stimulate growth. Her focus is retail development, community revitalization, and the creative sectors.

Downtown Austin Alliance | 2003-2022

Executive Director, Downtown Austin Alliance Foundation, 2018-2022

Created a new not-for-profit 501(c)(3) organization to support and implement the new downtown Austin Vision (2018). At its core, the Foundation was created to bring new leadership, diversity, and funding to implement transformative projects for downtown. Managed a staff of 4 as well as downtown operations, maintenance, security contracts, and fiscal management of budgets exceeding \$7M.

Executive Vice President, Economic Development, 2015-2018

Led the organization's Economic Development efforts, overseeing research, economic development, mobility and downtown transportation programs for the organization. Managed a staff of 7-9 that created new departments including research, development and managed a separate Transportation Management Organization for the Alliance.

Associate Director, 2003- 2015

Led the organization's special projects, strategic planning, retail strategy, implementation and recruitment, economic development and marketing efforts.

DataWeaver Corporation | 1999-2001

Founder & VP of Sales & Business Development

Raised start-up capital with three other founders to create an Internet start-up and outsourced engineering firm.

CLIENTS

City of Cedar Park, Texas
Lakeline Park Retail Assessment

Capital Factory, Austin Texas
Business & Real Estate Strategy

Investissement Quebec,
Montreal, Canada
US B2B Business Development

Jack World, Inc., Montreal, Canada
Business Strategy

Mid-Town Atlanta, Georgia
Downtown Retail Development

Nelda Studios
PBS Documentary mini-series
Art & Austin production consultant

Travel Lane County
Eugene, Oregon
Annual Event Keynote Speaker

RETAIL STORES

Molly and her partner Gary Luedcke own and operate two award-winning retail stores in historic downtown Elgin, TX.

The Owl Wine Bar & Home Goods Store

Est. 2012
106 N. Main
Elgin, TX 78621
Voted Best Business in Texas by the Texas Downtown Association, 2014

Elgin Dry Goods

Est. 2014
20 N. Main
Elgin, TX 78621

EXPERIENCE

Georgetown, TX Chamber of Commerce | 1998-1999

President

Recruited to lead the organization through a sensitive CEO and volunteer leadership transition.

City of Georgetown, TX | 1993-1998

Convention & Visitors Bureau Director

Took the reins of a successful CVB and Main Street Program in the midst of one the fastest growth periods of Georgetown's history. Focused efforts on strategic partnerships, building trust in and cooperation with the downtown property owners and business owners, resulting in Georgetown becoming a visitor destination and being named a Great American Main Street City in 1997. Created award-winning branding strategy and campaign.

City of Elgin, TX | 1990 - 1993

Economic & Community Development Director

Directed all economic and community development activities for the City of Elgin. Managed the Main Street Revitalization Program that realized \$1.5M private sector reinvestment in downtown, creating 100 jobs; retaining and recruiting new retailers. Laid the groundwork for a community election that resulted in a ½ cent sales tax dedicated to economic development. Led the efforts that resulted in downtown's designation as a National Register Historic District. Diversified revenue sources and secured corporate grants exceeding \$.5M.

PROFESSIONAL + VOLUNTEER AFFILIATIONS

- Frontier Bank of Texas, Board Member, Elgin, TX 2018-Present
- Texas Downtown Association, Board Member (Board President 1998-99 1995-1999, 2023-Present
- Austin Area Research Council (AARO), Member, 2022-Present
- Urban Land Institute, Austin Chapter, Member 2010-Present
- Economic Development Corporation Board Member, Elgin, TX, 2008-2023
- Historic Review Board Member/Chairman, Elgin TX, 1999-2001 and 2003-2023
- International Downtown Association Annual Conference Chairperson, 2018-2019; Professional Certification Committee (2019-2021)

SPEAKING ENGAGEMENTS

- International Downtown Association Conference, 2004, 2006, 2011, 2014, 2019, 2024 -Master Talk, 2020
- Travel Summit, Travel Lane County, Keynote Speaker, 2024
- BIABC Association Conference, Keynote Speaker, 2023
- International Conference of Shopping Centers (ICSC) Research Connections Conference, Keynote Speaker, 2016
- International Cities and Town Centres and Communities Society (ICTC), Annual Conference in Australia, Keynote Speaker, 2015
- Urban Land Institute Conference, 2007, 2022
- National Main Street Center Conference, 1997, 2015, 2024
- Texas Downtown Association Conference, 1995, 2005, 2007, 2011, 2020, 2022
- Texas Association of Convention & Visitor Bureaus, 1994, 1997