



EXPERTISE MEMO

ALEX KINNIER

Co-Founder & Chief Executive Officer

ABOUT

Alex Kinnier is a seasoned technologist, entrepreneur, and investor, currently serving as the co-founder and CEO of Upside, the largest food and fuel network in the United States.

Since 2016, Upside has generated \$1.5 billion in incremental profit for retailers and boosted user purchasing power by nearly \$650 million. Today, more than \$5 billion flows through the platform annually to over 100,000 grocery, fuel, convenience store, restaurant, and hardware retailers.

With Upside's distinctive two-sided marketplace, Alex has a unique perspective on the economics and operations of these industries, coupled with a sharp insight into consumer shopping behavior. Tens of millions of users accessing Upside through its proprietary app and via API partnerships with industry giants like Uber, Lyft, DoorDash, Instacart, Chime, and others. That gives Upside unparalleled access to a treasure trove of data, providing invaluable insights into market trends and consumer preferences.

Alex holds an M.B.A. with distinction from Harvard Business School and a B.S. in Chemical Engineering with honors from Lehigh University.

ALEX CAN SPEAK TO

Using 8 years of transaction data across 4 industries, Alex can speak to

- The impact of rising costs on buying behavior
- How the grocery, restaurant, and fuel industries work
- What do different mergers and acquisitions mean for those industries
- The history and future of and brick and mortar retail
- What's next for e-commerce
- What personalization looks like in brick and mortar retail (and why it matters)

