



Alex Salkever

Partner

About Me

I am a marketing and product leader who has launched large-scale platforms and products. My diverse background spans technology marketing, product management, open source, and authorship of award-winning business books, with expertise in communicating complex technical concepts and bridging the gap between technology and business strategy. Over two decades, I have worked in open source communities, AI/ML applications. I am also a former BusinessWeek technology editor and regularly speak about technology topics.

Career Highlights

I started my career in journalism, working at top-level publications like Bloomberg BusinessWeek. From there, I transitioned to marketing/communications and became a marketing leader who helped grow communities and products around many important areas, including Node.js, Servo/Rust, Mozilla Firefox, and the broad Open Data movement. I've held leadership roles at Mozilla (Firefox marketing), Joyent (cloud computing), Picarro (scientific instruments), and Telefónica (global product manager of cloud). I have served as interim or part-time CMO and GTM lead at numerous startups. I founded Move 37 Marketing LLC as a vehicle for my consulting work. I do corporate innovation consulting for companies seeking to understand exponential technologies and map the impact on their business and employees. I also write books about technology, the future, and how rapid changes will impact businesses and society. I am a regular contributor to Fortune, Foreign Policy, and other publications.

Techquity Solutions

I enjoy working with companies at all stages, from the seed stage to publicly traded firms and multinationals. I assist C-level executives and their teams with GTM/product/strategic marketing. I also enjoy researching, conceiving, and developing products. I have experience marketing to consumers, developers and engineers, and scientists. I believe in an educational marketing style with a focus on helping companies grow communities and creating useful tools and materials for customers rather than traditional marketing tactics.

Innovation & Impact

- Authored four books on technology topics; one was named to the Economist "Business Books of the Year" list, and another was shortlisted for the Financial Times / McKinsey Business Book of the Year Award
- Led 25-person marketing, PR and community team for a successful Firefox browser relaunch at Mozilla
- Grew revenue 3x at Joyent while competing with Amazon AWS
- Oversaw the launch of Telefonica's first public cloud computing products
- Frequent public speaker on AI, technology trends, and business strategy

Why Techquity?

I value Techquity's collaborative culture and ethical approach to client relationships. I believe our long-term, relationship-driven focus sets us apart from traditional consulting companies. I also genuinely enjoy talking to the other Partners; they all have such interesting careers and lives outside of work.

Thought Leadership

- [Why a 'heartland visa' for skilled workers could be the answer to America's immigration debate](#)
- [Killer Flying Robots Are Here. What Do We Do Now?](#)
- [How Elon Musk's Starlink Got Battle-Tested in Ukraine](#)

Award-winning Author of 4 books about tech, built startups and helped them grow from zero to \$50 million, led Mozilla team that marketed the Firefox browser all over the world



Experience

Executive Roles

Vionix Biosciences

Chief Marketing Officer

Slight Machine

Interim Vice President Marketing

Openese

VP of Marketing/CMO

Tesorio

Interim CMO

The Linux Foundation

Consulting CMO/Product Marketing Lead

Mozilla

Vice President of Marketing and Communications

Silk.co

Chief Marketing Officer / Head of Product Marketing

Telefonica Digital

Global Product Manager, Cloud Computing / IaaS

Joyent

Senior Director of Product Marketing

Picarro, Inc.

Director of Marketing

Private Boards

EathUp

Board Member

School of Computer Science Advisory

Board Member