



Funnel Science



Alex Fender

President, Funnel Science

877-301-0001

alex@funnelscience.com

www.funnelscience.com

Alex has been intrigued by the internet since the days we used to boot up with AOL cd's they would send in the mail. He created his first website in the 8th grade, his first database in the 10th grade, and developed his Marine Corps units training database at 19 years old.

Alex joined the United States Marine Corps immediately out of high school and while serving, he graduated Cum Laude with a BS in Management from Columbia College. During and after his service, Alex started three businesses, sold 2 of them, and attributes 100% of his success to internet marketing.

In 2012, Alex achieved the distinction of completing all Google certifications in both Google Adwords and Google Analytics, a feat achieved by fewer than 91 people in the United States. In January of 2012, his company Funnel Science achieved Google Certified Partner status. He is now recognized as an expert in the burgeoning field of internet marketing and website analytics.

Alex is president of Funnel Science, an internet marketing company which uses the scientific method to analyze and test online behaviors. By analyzing customer purchasing behavior through website analytics, Funnel Science can drill down the exact path that increases purchase driven buying behavior.