

[Print](#)**Advisory Board & Committee Interest Form - Submission #24732****Date Submitted: 3/7/2024****Last Name***

Hochberger

First Name*

Alex

District # You Live In.*

4

Home Address*

3980 N 42nd Ter

City*

Hollywood

State*

FL

Zip Code*

33021

Home Phone**Cell Phone**

9548719968

Email Address*

alexhochberger@gmail.com

Owner or Renter *

Owner

Number of years as city resident*

20

Are you registered to vote in Broward County? *

Yes

Education (highest degree / level)

MBA

Occupation*

Technology Entrepreneur

Work Phone**Business Name***

Web3 Enabler, Inc.

Business Address

3980 N 42nd Ter

City

Hollywood

State

FL

Zip Code

33021

Identify the board / committee(s) to which you request appointment (Please rank in order of preference)**Selection (1)***

Parks, Recreation & Cultural Arts Advisory Board

Selection (2)*

None

Selection (3)*

None

Selection (4)*

None

Affordable Housing Advisory Committee - Questions*

Please answer these five questions above. 1. In your opinion what is the greatest challenge to keeping housing affordable in Hollywood? 2. Which of the following disciplines are you most skilled? • Home Purchase Education, • Housing Market Employment, • Housing Market Stability, • Affordable Housing Construction, * Affordable Housing Activism. 3. Which of the following disciplines are you most passionate? • Ownership Housing Affordability, • Rental Housing Affordability, • Housing Market Stability, • New Housing Construction, * Fair Housing. 4. What (if any) life experience motivated you toward volunteerism? 5. What role does housing diversity play in Hollywood's economic health?

African American Advisory Council - Questions*

Please answer these five questions above. 1. What is the greatest challenge facing the African American Community in Hollywood? 2. How many hours per month can you dedicate to AAAC initiatives? 3. Which of the following disciplines are you most skilled? * Education, * Employment, * Economics, * Cultural Awareness, * Housing. 4. Which of the following disciplines are you most passionate? * Education, * Employment, * Economics, * Cultural Awareness, * Housing. 5. What (if any) life experience motivated you toward volunteerism?

Artwork Selection Committee - Questions*

Please answer these five questions above. 1. What are your primary interest in City Government and City Services? 2. Why do you want to join the Artwork Selection Committee? 3. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 4. Are you available to attend regular committee board meetings scheduled for the Second Monday each month at 5:30pm? 5. What is your one area of highest interest related to the Arts within the City of Hollywood?

Civil Service Board - Questions*

Please answer these five questions above. 1. Describe your involvement with establishing, reviewing and interpreting policies and procedures? 2. Describe your involvement in employment practices including interviewing, testing, hiring, selection and promotion, demotions, transfers, etc. 3. Describe your knowledge of Civil Service and its purpose. 4. Why do you want to serve on this Civil Service Board? 5. Are you a continuous resident of and continuous registered elector in the City of Hollywood?

Community Development Advisory Board - Questions*

Please answer these five questions above. 1. Do you reside in a low and moderate income (LMI) neighborhood in Hollywood per the most recent US Census data? A Hollywood LMI Map is located at www.hollywoodfl.org on the Community and Economic Development webpage. 2. What Community Development issues do you believe are the most important to Hollywood? 3. What is your definition of a healthy neighborhood? 4. What do you believe is the vision and primary work of the Community Development Advisory Board? 5. What do you believe uniquely qualifies you to serve on the Community Development Advisory Board?

Education Advisory Committee - Questions*

Please answer these five questions above. 1. What are the current challenges facing education? 2. What is your vision for education in Hollywood? 3. What do you see as the primary work of the Education Advisory Committee? 4. With only one meeting a month, the Committee is limited in what it can do. How does/should the Committee decide what's most important? 5. How can the Committee know if its mission and goals are being accomplished?

Employees' Retirement Plan - Questions*

Please answer these five questions above. 1. Are you familiar with the State's Sunshine Laws (Chapter 119 of the Florida Statutes)? 2. Are you available to attend in person regular monthly Board meeting (typically held the 4th Tuesday of each month)? 3. What knowledge, skills and/or abilities will you bring to the Employees' Retirement Plan? 4. What do you believe are the responsibilities of a trustee on a municipal retirement plan board? 5. Are you familiar with municipal defined benefit retirement plans and/or have previous experience serving on a municipal retirement plan board?

Firefighters' Pension Board - Questions*

Please answer these five questions above. 1. What knowledge, skills and abilities would you bring to the meetings? 2. What experience do you have with firefighter pensions? 3 What is your financial background? 4. How many years have you lived in Hollywood? 5 How familiar are you with local retirement systems?

General Obligation Bond Oversight Advisory Committee - Questions*

Please answer these four questions above. Why do you want to join the GO Bond Oversight Advisory Committee? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. 3. Which Bond interests you the most? Public Safety? Parks/Golf/Open Space or Neighborhoods & Resiliency? 4. What is your perspective on city quality of life, healthy neighborhoods, economic development & a strong tax base?

Historic Preservation Board - Questions*

Please answer these five questions above. 1. How have you prepared yourself to serve on the Historic Preservation Board? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. * Personal experiences, * Professional experiences. 3. What is your perspective on balancing growth of the City's tax base, within the Historic Districts, while maintaining neighborhood stabilization? 4. How would you balance historic architecture with modern architectural styles? 5. What do you like about the City's different Historic Districts?

Hollywood Centennial Celebration Committee*

Please answer these five questions above. 1. What is your primary interest in serving on the Committee? 2. What is your financial/accounting background? 3. What knowledge, skills and abilities would you bring to the meetings? 4. What other organizations and/or associations were you previously, and/or currently involved with? 5. Are you available to attend regular committee meetings? (dates to be determined by all members)

Hollywood Housing Authority - Questions*

Please answer these five questions above. 1. In your opinion what is the greatest challenge to keeping housing affordable in Hollywood? 2. Which of the following disciplines are you most skilled? * Property Management, * Affordable Housing Administration, * Housing Market Stability, * Affordable Housing Construction, * Affordable Housing Activism. 3. Which of the following disciplines are you most passionate? * Property Management, * Rental Housing Affordability, * Housing Market Stability, * New Housing Construction, * Fair Housing. 4. What (if any) life experience motivated you toward volunteerism? 5. What role does housing diversity play in Hollywood's economic health?

Marine Advisory Board - Questions*

Please answer these five questions above. 1. What is your involvement with the City of Hollywood's Waterways? 2. What will guide your decisions on this board? 3. Are you able to dedicate 2-3 hours a month to attend the meetings? Attendance is paramount to this Board being able to get things done. 4. Are you currently or have you been a boater, marine industry professional or involved in any other marine related industry? 5. What is your vision for the city of Hollywood's Waterway system?

Parks, Recreation & Cultural Arts Advisory Board - Questions*

1. 4
2. 2
3. Yes - I attend most of them when business travel doesn't interfere.
4. I feel we have made great strides in our parks and Ricky Engles has been a huge driver on the ground. I am heavily focused on our 2024 goal of increasing cultural programming and social media exposure.
5. Royal Chessmen - Hollywood based theatrical group, that practices and performs in County Parks and other locations.
6. After safe neighborhoods and well maintained roads, parks are the next most important quality of life for the residents. As you improve neighborhood access to parks, cultural arts are the driving force in quality of life wfor city residents.

Note: I indicated an interested in serving on an addition board, because I signed up for the Emerald Hills Safety Board. In terms of general city boards, I am focused on Parks and Recreation.

Please answer these six questions above. 1. How many events have you attended in the past year at any of the parks and athletics facilities in the City? 2. How many City-sponsored special events have you attended for the past year? 3. Are you available to attend regular Board meetings? Regular meetings are on the 1st Thursday of the month for 8 months per calendar year. 4. What is your one area of highest interest related to the parks, recreation and cultural arts for the City? 5. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 6. How does parks, recreation and cultural arts contribute to quality of life?

Planning & Development Board - Questions*

Please answer these five questions above. 1. How have you prepared yourself to serve on the Planning and Development Board? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. * Personal experiences, * Professional experiences. 3. What is your perspective on balancing growth of the City's tax base while maintaining neighborhood stabilization? 4. What recent developments within the City are most proud of? 5. What is a Comprehensive Plan?

Police Officer's Pension Board - Questions*

Please answer these five questions above. 1. What is a fiduciary? And what is your responsibility to the police pension plan as a fiduciary? 2. What is the Sunshine Law? 3. What is Asset Allocation & Diversification? 4. Explain the history of Chapter 99-1 and Chapter 185? 5. Define the role of the Actuary and the Auditor?

Sister Cities Advisory Committee - Questions*

1. Do you speak more than one language? If so, what languages do you speak? 2. Do you have experience in travel, cultural exchange, and/or fund-raising? Please describe. 3. Which Sister City focus areas are you most passionate about: a. Art and Culture; b. Business and Trade; c. Community Development; d. Youth and Education. 4. What (if any) life experience motivated you toward volunteerism? 5. Please describe why you are interested in serving on the Sister Cities Advisory Committee.

Sustainability Advisory Committee - Questions*

Please answer these five questions above. 1. Why do you want to join the committee? 2. Have you attended any committee meetings? If so, how many? 3. What knowledge, skills, and abilities would you bring to the committee if appointed? 4. What other organizations, clubs, or associations are you involved in? 5. Are you available to attend regular committee and subcommittee meetings? Regular meetings are held monthly with subcommittee meetings held as needed. 6. What types of projects would you like to see the committee work on?

Young Circle ArtsPark Advisory Board - Questions*

Please answer these five questions above. 1. What are your primary interest in City Government and City Services? 2. How many ArtsPark events have you attended within the past year? 3. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 4. Are you available to attend regular committee board meetings scheduled for the Second Tuesday each month at 5:30 pm? 5. What is your one area of highest interest related to the ArtsPark at Young Circle?

Are you interested in serving on more than one board/committee?*

Yes

If so, how many?*

1



Applicant must attend at least one board/committee meeting prior to consideration of application for every board applied. Please list board/committee meetings you attended in the last year?*

Parks and Rec

Are you currently on a County or City Board?*

Yes



If yes, please describe

Parks and Recreation Advisory Board

If you are applying for a board / committee, which has specific requirements / categories, please detail how your background and/or experience meets the required criteria.*

Years of Scout Leadership leaves me familiar with parks. Serving on the Parks and Recreation Advisory Board has taught me how the board works.

Please describe your professional and/or volunteer experience or background, which best qualifies you for selection to the board / committee.*

Boy Scout Leader, Troop 18, Pack 18. Royal Chessmen Theatrical Group (meets in County Park, performs there).

**Are you presently employed by the
City of Hollywood?***

No



If so, in what capacity?*

N/A

Attach Resume (only .doc and .pdf files)*

alex-hochberger-resume.docx.pdf



Alex M. Hochberger, MBA

Marketing and Technology Innovator Leader

954-871-9968

alexhochberger@gmail.com

linkedin.com/in/alexhochberger

Miami / Fort Lauderdale, FL

EDUCATION

Duke University

Fuqua MBA

June 2006

Durham, NC

Massachusetts Institute of Technology (MIT)

Computer Science and
Engineering

Cambridge, MA

June 2001

EXPERTISE

- Business Strategy
- Marketing
- Technology Implementation
- CRM Systems (Salesforce, Zoho)

TECHNICAL SKILLS

- PHP/Wordpress
- SQL: PostgreSQL, MySQL
- System Architecture

Technology and Marketing veteran in the Miami / Fort Lauderdale area. I have spent my career helping South Florida businesses use and embrace technology to grow their businesses. I grew up in Broward County, graduating from Pine Crest School, returning after finishing my undergraduate at MIT and MBA from Duke University. After successful exits for Creditcards.com and Feratech, Inc., I have been working with innovative business leaders in South Florida. I have worked in a variety of industries, including finance, health care, and luxury goods manufacturing.

WORK EXPERIENCE

Chief Executive Officer

Good Thoughts, Inc., FORT LAUDERDALE, FL | 2022 – Present

- Co-founder and lead product designer for VR/Metaverse Medical Technology Company.
- Navigating privacy, user experience, and clinical needs for innovated healthcare startup.

Chief Executive Officer

Web3 Enabler, Inc., Miami, FL | 2022 – Present

- Joined Web3 (Blockchain) company to convert from research centric firm to product oriented one - Creating first spinoff, Web3 Enabler, Inc.
- Negotiated partnership agreements with Salesforce and Zoho.

Chief Technology and Innovation Officer

Z9 Ventures - Miami, FL | 2020 – 2022 (Portfolio Companies: Aroma 360 and PR.Biz)

- Migrated Aroma 360 from Zoho One to Salesforce CRM
- Implemented Accounting Seed (Salesforce Native ERP) at Aroma 360 with a custom manufacturing system built on Gimbal Logic Barcoding system
- Reorganized Public Relations IT structure to utilize Heroku for Salesforce integration to custom software solutions, reducing custom code dependency by 70%, reducing maintenance costs
- Created new contact tracking systems to increase revenues 50% on constant marketing spend

Chief Marketing Officer

Recovery Unplugged, Fort Lauderdale, FL | 2018 – 2020

- Grew monthly admissions by 100% while reducing marketing spend 30%
- Developed hybrid media strategy of brand based marketing and aggressive brand search strategies to reduce sales cycle time by 50% and reduce costs
- Aggressive segmenting of prospect calls and results resulted in a revised customer targeting strategy that was twice as effective as the prior "industry standard" approach further improving sales efficiency

AWARDS

Shofar Award

Boy Scouts of America
National Jewish
Committee on Scouting
2019

Unit Award of Merit

Boy Scouts of America
2018

VOLUNTEER

Scouts BSA Troop 18

Charter Org Rep
Former Scoutmaster,
Committee Chair
Hollywood, FL

Royal Chessmen

President

Producer 4 Shows

Director 1 Show

Hollywood, FL

Cub Scout Pack 18

Charter Org Rep
Former Cubmaster, 15-18
Committee Chair, 13-15
Hollywood, FL

HOBBIES

- Home Automation
- Leatherwork
- Gardening
- Camping

Chief Technology Officer

Debt.com, Plantation, FL | 2015 – 2018

- Established Debt.com as a cornerstone traffic source in the subprime finance space, powering the growth of 4 sister companies.
- Implemented a content and social media strategy that grew organic search traffic 1000%, and overall traffic 50,000%.

Chief Operating Officer, Co-Founder

MonetizeNet, Davie, FL | 2010 – 2014

- Created all backend systems for data monetization and opt-in tracking across hundreds of thousands of websites in a large network of email permission data
- Developed TCPA compliant methodology for tracking SMS opt-in permission
- Developed system for sending Opt-in SMS messages using GSM Modem banks and distributed computing platform

Chief Technology Officer

CreditCards.com, Boston, MA | 2001 – 2004

- Grew web-based business from a \$100,000 domain purchase to a \$2.4 Million dollar sale in early 2004, then one of the largest domain name sales.
- Built custom CMS system to deploy approved creative for dozens of Credit Cards
- Augmented generic domain name strategy with Yahoo and Google driven SEO strategies, ranking #1 for "Credit Card" and "Credit Cards" on Yahoo, and consistent top 10 rankings on major keywords on Google
- Developed a multi-site interlinking strategy to obtain PageRank 9 sites on a variety of finance sites, dominating front page listings with multiple brands
- Created monitoring and tracking methodologies that supported the company's exit to a digital marketing broker in Austin, TX

Chief Executive Officer, Co-Founder

Feratech, Inc., Boston, MA | 2001 – 2008

- Founded with college roommate, Matt Feinberg, during senior year at MIT
- Grew company from initial founding to 20 employees in Fort Lauderdale, FL and Boston, MA until a successful exit in 2008

Other Professional and Civic Experiences

Hollywood Parks, Rec & Cultural Arts Advisory Board June 2021-2024
Woodbadge Advanced Leader Training Summer 2021
Boy Scouts of America, Philmont Scout Reserve, Cimarron, NM

Digital Campaign Manager for Non-Partisan Political Races

- Joshua Levy, Hollywood Mayor
- Adam Gruber, Hollywood District 4 Commissioners
- Judge Mariya Weekes, Florida Circuit Court Judge
- Judge Michael Davis, Florida Circuit Court Judge