

Contact

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(LinkedIn)

Top Skills

Technical Writing
Research
Microsoft Office

Publications

A Global Resource Guide to XR
Collaboration
Grandma's bedroom secrets
Explorations in VR

Alexander Colgan

Strategic Partnerships & Marketing @ LedgerDomain for DSCSA
Compliance
Nova Scotia, Canada

Summary

Entrepreneur, project leader, open standards advocate, and marketing generalist. My work spans a range of emerging technologies – from VR/AR, remote collaboration, and decentralized identity to blockchain, mobile app development, and wearables.

At LedgerDomain, we're delivering the promise of today's decentralized technologies to the pharmaceutical supply chain, ensuring that the right medicines reach the patients who need them. Our focus at Farflung Studio is accelerating early-stage tech startups and scaleups working on solving fundamental problems that prevent people from reaching their full potential.

Previously, head of marketing and developer community at Leap Motion. Oversaw global developer partnerships and programs, marketing initiatives, web and developer experience, social media, and digital content. In 2014, I produced the first fully comprehensive VR design guidelines of the third wave of VR.

Experience

LedgerDomain

Head of Strategic Partnerships & Marketing
November 2017 - Present (6 years 10 months)

LedgerDomain makes DSCSA compliance easy with decentralized identity and secure applications for the pharmaceutical supply chain. With DSCSA product tracing, enhanced verification, secure portals, and more, we help deliver the right medications to the patients who need them.

Open Credentialing Initiative (OCI)

Co-Chair, Steering + Policy & Architecture Committees
September 2021 - Present (3 years)

OCI is a group of stakeholders from across the pharmaceutical industry that has built an interoperable technical solution to the Authorized Trading Partner

(ATP) requirement under the U.S. Drug Supply Chain Security Act (DSCSA). Since delivering its open interoperability profile, OCI has been widening its scope to related use cases.

MetaVRse

Marketing

May 2020 - Present (4 years 4 months)

Our mission at MetaVRse is to unlock the power of XR for everyone.

MetaVRse is a code-optional platform that makes it easy to create & share interactive 3D experiences instantly to over 7b compatible devices on the web.

Farflung Studio

Founder

January 2019 - Present (5 years 8 months)

Marketing, brand, and customer experience consulting for VC-backed tech startups and scaleups. Clients in fields ranging from virtual and augmented reality, financial technology, blockchain, healthcare, mobile applications, travel, and more. Executive production on the XR for Business and XR for Learning podcasts.

XR Ignite Community Hub & Hyper-Accelerator

Mentor & Marketing Partner

May 2019 - Present (5 years 4 months)

Leap Motion

6 years 3 months

Senior Director of Marketing and Community

September 2017 - December 2018 (1 year 4 months)

- Helped set the vision and direction for Leap Motion's VR/AR go-to-market strategy.
- Oversaw the company's global developer partnerships and programs, marketing initiatives, web and developer experience, social media, and digital content.
- Worked closely with product, engineering, creative, and PR teams on developer beta programs, announcements, and launches.
- Interfaced with partners ranging from big brands to agencies and independent developers, operating in fields including healthcare, security, enterprise, SaaS, automotive, social, data visualization, and retail/e-commerce.

Digital Content and Community Lead

February 2017 - September 2017 (8 months)

- Planned and executed global developer marketing strategy.
- Planned and implemented academic hardware program.
- Developed strategy for and executed App Store retirement project, which involved coordinating with engineers, web team, head of PR, and nearly 200 external developers.
- Worked with engineering to create product requirements for developer tools.
- Stakeholder driving community requirements for product and engineering roadmaps.
- Led and managed all developer alpha and beta programs for engineering and product teams.
- Owned user engagement lifecycle from sign-up through loyalty and re-engagement after churn.

Head Writer

October 2012 - February 2017 (4 years 5 months)

- Helped to grow community to 800,000 users and 230,000 developers in 193 countries.
- Collaborated with engineers, developers, and designers (external and internal) to produce the first fully comprehensive VR design guidelines of the third wave of VR.
- Managed social media and community communications during Leap Motion launch and in subsequent years.
- Redesigned and rebuilt web properties, including consumer, developer, blog, gallery, and community sites.
- Developed content and executed strategy for an annual global competition with 3,000+ participants in 100+ countries.

World's Largest Truck Convoy for Special Olympics Nova Scotia

PR Manager

May 2012 - March 2014 (1 year 11 months)

Yarmouth, NS

Special Olympics Nova Scotia is an amazing organization that works to fulfill the dreams of more than 1,500 athletes throughout my home province. One of the key fundraising events for the Special Olympics is the World's Largest Truck Convoy. I managed web, social media, and PR for the first such convoy in Atlantic Canada.

Lost to the Sea Memorial Project

Senior Researcher

June 2011 - December 2011 (7 months)

Yarmouth, NS

The Lost to the Sea Memorial Project was an initiative of Yarmouth's Waterfront Development Committee to honour the memories of county residents who died in connection with the sea. We created an extensive database with the aim of establishing a granite monument. The final list included more than 2,400 names.

As the project's head researcher, I employed a variety of primary and secondary sources, including newspapers, family genealogies, church records, grave markers, and community histories. I also conducted additional research to confirm names, dates, and details.

University of Regina

1 year 7 months

Research Assistant

January 2010 - April 2011 (1 year 4 months)

Regina, Saskatchewan

Researched long-term residential health care and Goffmanian total institutions. Implemented a nationwide survey on long-term care policies and practices regarding resident intimacy and sexuality, and analyzed policy documents released by various health authorities.

Features Editor

October 2009 - April 2010 (7 months)

Regina, Saskatchewan

Developed and edited feature-length articles and laid out the features section. Took photographs and created and edited graphics. Engaged in over 100 interviews with academics, activists, business owners, politicians, scientists, and social workers. Under my tenure, the Carillon became the first media outlet allowed access to Regina Anti-Gang Services, with a 3,000-word article and photographs.

Education

University of Regina

M.A., Social and Political Thought · (2009 - 2011)

Saint Mary's University

B.A., Political Science (Honours), English (Major) · (2004 - 2008)

