



ALEXANDRA WILKIS WILSON

**ENTREPRENEUR, INVESTOR
& BOARD DIRECTOR**

CONSUMER DIGITAL EXPERTISE

BOARD PROFILE

Alexandra Wilkis Wilson is a visionary entrepreneur, board director and investor who has distinguished herself through a series of digital enterprises that have delighted consumers and disrupted industries. Best known professionally as a founder of the ecommerce pioneer Gilt, she went on to build additional startups with successes in the on-demand economy, artificial intelligence, and machine learning. She has advised dozens of emerging and growth-stage businesses, served on the boards of companies, and personally invested in or advised over 75 early-stage startups.

Alexandra brings deep expertise across a broad range of consumer sectors—including CPG, fashion, beauty, personal care, healthcare, hospitality, media, and retail. She is widely recognized as an omnichannel consumer expert.

As Co-Founder and Managing Partner of Clerisy, Alexandra draws on her trailblazing operating experience and extensive network to back visionary entrepreneurs innovating in the consumer whitespace. She and her co-founder launched Clerisy as a growth equity fund focused on scaling high-potential consumer and consumer-tech businesses. Clerisy's portfolio includes Olipop, MUSH, CleanCo, Dormify (exit to Williams-Sonoma), UNION, Sonoro, GolfForever, The Unquantifiable and Eudēmonia. She holds the Clerisy board seat at CleanCo, the leading, independently owned non-alcoholic spirits brand.

Alexandra served for five years as a Board Director at Giant Eagle, a privately held \$10B grocery chain that recently sold its GetGo convenience stores to Alimentation Couche-Tard for \$1.6B. She previously served on the boards of KDC/One, Corelle Brands, and Perry Ellis International, serving on various committees as part of each board appointment. In addition, She invests in several VC funds, including Forerunner Ventures, Montage Ventures, The Female Founders Fund, Everywhere Ventures, The Venture Collective (TVC), Red Bike Capital, Red Beard Ventures, 6th Man Ventures and Blockchange Ventures.

Prior to Clerisy, Alexandra served as SVP of Consumer Strategy and Innovation at Allergan, the \$15B global pharmaceutical company. In that role, she led a team of 70 and launched the consumer-facing digital platforms Spotlyte and Regi, transforming how Allergan marketed its medical aesthetics portfolio, including BOTOX and Juvederm, directly to consumers.

Previously, Alexandra partnered with serial entrepreneur J. Michael Cline to create two high-tech fashion ventures that had successful exits. These included DRESR, acquired before launch by Google for its proprietary AI technology, and Fitz, a fashion styling business acquired by Tradesy. Alexandra was also Co-Founder, CEO, and Board Director at GLAMSQUAD, an on-demand beauty service delivering in-home hair, makeup, and nail services across major U.S. cities.

Alexandra began her career in Global Investment Banking at Merrill Lynch, followed by roles at Louis Vuitton North America and Bulgari Retail USA, before co-founding Gilt. As Gilt's Co-Founder and Chief Merchandising Officer, she helped define the customer experience and built game-changing partnerships with thousands of international fashion brands—convincing them to embrace flash sales, a disruptive and unproven retail model at the time.

She earned an MBA from Harvard Business School and a BA from Harvard College. Alexandra has been featured in major media outlets, received numerous awards, has delivered over 100 keynote speeches and is a *New York Times* bestselling author. A native New Yorker now based in Miami, she proudly embraces her Cuban roots and thrives in multicultural, multilingual environments—fluent in five languages.

Alexandra brings a global, cross-sector perspective to the boardroom, with a proven track record of building iconic brands, advising leadership teams, and driving omnichannel growth across all stages of a company's lifecycle.

BOARD ASSETS

DISRUPTIVE & INNOVATIVE LEADERSHIP

- **Serial Consumer Tech Founder:** Played a foundational role in launching eight consumer tech startups at the forefront of ecommerce, the on-demand economy, intelligent technology platforms and consumer digital transformation.
- **Consumer Innovation Leader at Allergan:** As a member of the Medical Aesthetics Leadership Team (2018–2020), led the design and launch under “Project Moonwalker” of Spotlyte and Regi, two consumer-facing digital platforms that transformed Allergan’s direct-to-consumer engagement for brands like BOTOX and Juvederm.
- **AI-Driven Fashion Innovation:** Co-founded Fitz and DRESR, two data and Machine Learning powered fashion platforms that helped consumers optimize their wardrobes. Fitz, a high-touch concierge clothing service, was acquired by Tradesy in 2018. Prior to launch, DRESR was acquired by Google for its cutting-edge AI technology.
- **GLAMSQUAD Co-Founder:** Built one of the leading on-demand mobile beauty services platforms, scaling to over 1M in-home beauty appointments across major U.S. markets.
- **Gilt Co-Founder:** Drove the explosive growth of Gilt (2007–2014), scaling it to \$650M in revenue and 1,300 employees within five years. Forged unprecedented partnerships with thousands of global luxury brands to offer steeply discounted flash sales—an innovative model that redefined online shopping and fashion retail.

BOARD MEMBERSHIP & CORPORATE GOVERNANCE

- **Current Board Roles:**
 - Giant Eagle: Board Director at the \$10B+ privately-held grocery chain; participated in the successful \$1.6B divestiture of its GetGo convenience store business. Serves as Chair of the Compensation Committee.
 - CleanCo: Board Director at the leading independently owned non-alcoholic spirits brand (Clerisy portfolio company).
 - Union, GolfForever, Sonoro, Eudēmonia: Board Observer actively engaged (Clerisy portfolio companies).
- **Previous Board Experience:**
 - KDC/ONE: Director at the global provider of contract manufacturing and packaging solutions for the beauty industry.
 - Corelle Brands: Director prior to its merger with Instant Brands in 2019.
 - Perry Ellis International: Director and committee member.
 - GLAMSQUAD: Co-Founder, CEO and Board Director of the on-demand beauty services company.
- **Additional Governance & Advisory Engagements:**
 - Sat on nominating, governance, compensation, audit, and investment committees of public and private boards.
 - Served on advisory, and industry boards across consumer, fashion, healthcare, beauty, and tech.
- **Nonprofit Board Service:**
 - Served on Boards of Pérez Art Museum Miami, Dress for Success Worldwide, The National Retail Federation Foundation, Fashion Group International and International Women’s Forum of New York and Florida.

INVESTMENT & CAPITAL RAISING

- Co-Founder at Clerisy; raised \$84M growth equity fund to back visionary consumer and consumer tech companies.
- Co-Founder, CEO & Board Director at GLAMSQUAD; raised \$24M in venture funding from NEA, SoftBank Capital, and Lerer Hippeau Ventures.
- Venture Partner at Montage Ventures; sourced and supported early-stage investments across ecommerce, fintech, marketplaces, and healthcare.
- Limited Partner in VC funds across consumer, tech and blockchain including Forerunner Ventures, Montage Ventures, Female Founders Fund, Everywhere Ventures, TVC, Red Bike, Red Beard, 6th Man Ventures, and Blockchange Ventures.
- Angel investor and advisor to over 75 startups with notable exits: MIRROR (sold to Lululemon), Tula (sold to P&G), Rent the Runway (IPO), Birchbox (sold to FemTec), Casa Dragones (majority sale to BDT), Flow Commerce (sold to Global-e).

THOUGHT LEADERSHIP

- Award-winning author, speaker, and mentor who has delivered keynotes on entrepreneurship, consumer innovation, business leadership, retail disruption, health & wellness, and women's empowerment.
- Co-author of *By Invitation Only: How We Built Gilt and Changed the Way Millions Shop*, a *New York Times* bestseller.
- Featured widely across major media publications and broadcast outlets. Recipient of numerous awards and honors.