

# Alex Kroon

*"Success and significance comes from leadership —focusing on people and doing what is both difficult and important. Let's hold each other accountable to integrity, our purpose, and better results."*

TEC CEO Chair  
Toronto, ON



## Hello!

I have a proven track record of elevating companies to the next level, having successfully led five businesses across diverse industries —ranging from startups to divisions within global multinationals. My expertise lies in quickly navigating complexity, inspiring purpose, and building committed teams that take pride in delivering success.

After graduating with a degree in engineering physics, I started my career in management consulting before moving into operations management at two telecom startups. I later ran Canadian operations for a global online business before transitioning into the role of COO and successor at a private Canadian company managing U.S. healthcare for international health insurers. My leadership helped scale the company, leading to its acquisition by a multinational and my promotion to CEO. As CEO, I led the company through significant growth, organically quadrupling its size while also acquiring a U.S. company and doubling its profits.

Later, I ran an IT outsourcing MSP before taking on leadership roles in the medical cannabis sector, where I helped scale medical sales from \$600K to \$20M in just two years. Today, I run MaraCogna Inc., a consulting firm dedicated to helping entrepreneurs take their businesses to the next level, which complements my primary role as a TEC Chair.

A passionate advocate for helping others achieve success, I believe in a "Life Ladder" approach—empowering people to help themselves and achieve greater success. As a former TEC member, I witnessed firsthand how a strong peer group can solve difficult problems, sharpen leadership skills, and provide invaluable support navigating business and life challenges. Now, as a TEC Chair, I'm building a group of curious, ambitious CEOs and business owners who are committed to growth, integrity, and making a lasting impact.

Beyond business, I've been actively involved in giving back, serving as a board member of a \$38M Toronto-based charity for over a decade, including as Board Chair since 2021.

On a personal note, I'm a proud husband and father of two sons. My family and I cherish our cottage, where we host friends and loved ones. I have a passion for "Doing Hard Things in Beautiful Places" —completing the West Coast Trail twice, backcountry adventures, and bikepacking.

## My TEC Group Vision

As a TEC Chair, I'm building a group of curious, ambitious CEOs and business owners who are committed to growth, integrity, and making a lasting impact.

## Let's Start the Conversation

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## Take The Leap Towards Transforming Your Leadership Skills Now!

Connect with me today to start your journey towards growth and opportunities that align with your business and personal goals. Elevate your business and personal success with me and my group of exceptional business leaders by your side!

Respectfully Yours,

**TEC**CANADA