



# THE MAVEN

ALEXANDRA RENÉE POELSTRA | SPEAKER INSIGHTS

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# ALEXANDRA RENÉE POELSTRA: THE MAVEN

## QUICK FACTS ABOUT THE MAVEN

- THE MAVEN's full name is Alexandra Renée Poelstra
- Her primary business is called ALL MAVEN Enterprise and it's a CO Corporation
- Her birthday is June 10, 1987
- Her husband's name is Joseph and between them, they have 3 boys, James, Weston, and Sawyer. Her oldest James has Austim (Level 1)
- She was born and raised in Southern California, specifically North San Diego County, and loves the city of Carlsbad
- She currently lives in Colorado and has an office in Colorado Springs
- She loves Disneyland, Buffalo Wings, Relaxing and is a Believer
- She changes her hair and style with almost every brand
- If referring to her ethnicity, it's okay to say Black or African American
- As an entrepreneur for over a decade and a lifelong creative, she has a lot of specialties but is extremely passionate about branding, design, and SaaS technology
- She goes by many names, but most just call her THE MAVEN



## CORE ALL MAVEN BRANDS

**LEX JAMESON** - LJC is a diverse crew of remarkable, unique, and talented mavens, unafraid and unapologetic in embracing the bold to impact minds, markets, and money through unparalleled experiences in Branding, Marketing, Design, and Media. It's also a Webflow Exclusive Agency. [LEXJAMESON.COM](https://LEXJAMESON.COM)

**HINS & CO** - HINS & Co. Consulting is a business development firm focused on businesses of all sizes willing to invest in solid growth strategy and development. Its core competencies include Business Development, Management Consulting, Startups, SaaS Consulting, Technology Projects, Human Capital Development, Culture Consulting & DEI (Diversity, Equity, Inclusion) [HINSANDCO.COM](https://HINSANDCO.COM)

**JACKHAMMER** - Jackhammer is a men's retail brand focused on delivering comfort to all. The primary focus and signature product includes the Jackhammer Wear Men's Signature Black Comfort Fit Brief. [JACKHAMMERWEAR.COM](https://JACKHAMMERWEAR.COM)

**NEATT** - NEATT stands for Nonprofit Education, Advancement, Training, and Tools. It is a Membership Program for Nonprofits that provides free and low-cost premium services like custom websites, marketing, organizational development, and more to help nonprofits do what they do best, serve others. [NEATT.WORKS](https://NEATT.WORKS)

**COCONILLA** - She's black. He's white. Life isn't. Unique conversations bathed in humorous banter through the lens of married couple Alexandra (the Coco) and Joseph (the Nilla). Hot Interracial love centered around faith, family, and a lot of other F words. Everything you wished people would talk about and wouldn't. (Fall 2023)

# ASSOCIATIONS: THE MAVEN

## TITLES & POSITIONS

- CEO and Founder of ALL MAVEN Enterprise.
- Master Creative and Founder at Lex Jameson
- Principal Consultant and Founder at HINS & Co.
- Co-Founder and Vice President at Jackhammer
- Founder at NEATT
- Carlsbad Chamber Board of Directors, Vice Chair of the Executive Board
- Director, Carlsbad Chamber Commission Overseeing Committee Operations (COCO)
- Director at Startup Grind Carlsbad
- Director at Startup Grind Colorado Springs
- Certified Mailerlite Expert
- Nicole Walters \$1K1Day Graduate

## MEMBERSHIPS & AFFILIATIONS

- Carlsbad Chamber of Commerce
- Startup Grind (Carlsbad / Colorado Springs)
- SistahBiz Network
- ParentPrenuer Foundation

## Alexandra Renée Poelstra

Poelstra is pronounced  
[ POLE - STR- UH ]

### 50 WORD BIO

Alexandra Renée Poelstra is a speaker, consultant, and monsterpreneur known as THE MAVEN of ALL MAVEN, a small and mighty enterprise innovating bold and brilliant brands to shake up industries.



### 100 WORD BIO

Alexandra Renée Poelstra is a speaker, consultant, and monsterpreneur known as THE MAVEN of ALL MAVEN, a small and mighty enterprise innovating bold and brilliant brands to shake up industries.

She's been featured in various notable and award-winning publications and media, from Carlsbad's 40 under 40 and the Colorado Springs Business Journal to Gusto. She also spoke for Webflow's Virtual World Tour and ALL MAVEN was a Finalist for Innovator of the Year at Carlsbad's CBAD Awards.

Known as THE MAVEN of ALL MAVEN, she dedicates herself to helping organizations and people conquer whatever is keeping them from maximum potential, efficiency, impact, and profit.

### 150 WORD BIO

Alexandra Renée Poelstra is an engaging speaker, consultant, and monsterpreneur. After running her successful digital agency ALL MAVEN for over seven years, she evolved it into an enterprise with several extraordinary brands, including HINS & Co. Consulting, Lex Jameson Creative, men's lifestyle brand Jackhammer, and NEATT for Nonprofits.

She's been featured in various notable and award-winning publications and media, from Carlsbad's 40 under 40 and the Colorado Springs Business Journal to Gusto. She also spoke for Webflow's Virtual World Tour and ALL MAVEN was a Finalist for Innovator of the Year at Carlsbad's CBAD Awards. Her unparalleled energy, confidence, wisdom, and communication style leave whomever she's in contact with filled with more than they bargained for, empowered and excited with the roadmap to conquer anything keeping them from greatness.

Known as THE MAVEN of ALL MAVEN, she dedicates herself to crafting bold and brilliant brands geared to shake up the industry.



# SPEAKER BIOS: THE MAVEN

## 250 WORD BIO

Alexandra Renée Poelstra is a high-energy and engaging speaker, consultant, and monsterpreneur known as THE MAVEN of ALL MAVEN, a small and mighty innovations enterprise crafting bold and brilliant brands to shake up industries.

Starting out as a beyond broke, unemployed, college dropout single mom living at home, she harnessed her education, wits, never quit attitude, and creative spirit to crush it in the fields of branding, design, marketing, and digital media. In helping businesses present and profit well, her clientele represented a wide range of industries, from small businesses in commercial trades to independent brands represented on networks like ABC, NBC, CBS, National Geographic, and more. After running a successful digital agency for over seven years, she evolved it into an enterprise, creating multiple brands including HINS & Co. Consulting, Lex Jameson Creative, men's lifestyle brand Jackhammer, and NEATT for Nonprofits. ALL MAVEN is currently working on several new and innovative projects, from technology to hospitality, ready to showcase extraordinary new businesses for the market.

THE MAVEN has been featured in various notable and award-winning publications and media, from Carlsbad's 40 under 40 and the Colorado Springs Business Journal to Gusto's Blog and Webflow's Virtual World Tour. ALL MAVEN was also a Finalist for Innovator of the Year at Carlsbad Chamber's CBAD Awards.

Her unparalleled and infectious energy, confidence, wisdom, and communication style leave whoever she's in contact with filled with more than they bargained for, empowered and excited with the roadmap to conquer anything keeping them from greatness.



# SPEAKER BIOS: THE MAVEN

## 550 WORD BIO

Alexandra Renée Poelstra is THE MAVEN of ALL MAVEN, an innovative enterprise breaking into industries to craft bold and brilliant brands. While many brave the path of entrepreneurship, the MAVEN chose monsterpreneurship by tackling multiple projects in a broad range of spaces from retail to marketing, tech, and more. She is the principal at her Creative Agency Lex Jameson, Lead Advisor at her consulting firm HINS & Co., co-founder of men's lifestyle brand Jackhammer, and Director of the of Colorado Springs and Carlsbad Chapters of Google for Entrepreneurs Startup Initiative, Startup Grind.

Through her love of nonprofits, she also founded her own called NEATT, which provides free and low-cost services to nonprofits so they can do what they do best: serve others. Through the program's assistance, nonprofits have raised over a quarter of a million dollars, doing everything from feeding veterans to providing young ladies of color with educational scholarships.

Before she leveled up ALL MAVEN, it served as a full-service digital agency, where she built a career and reputation for helping individuals and businesses break down barriers to success through branding, marketing, design, and digital media. Her clientele represented a wide range of industries, from small businesses in commercial trades to independent brands represented on networks like ABC, NBC, CBS, National Geographic, and more. That fire for empowering brands however flourished into other markets, and in 2021 led her to evolve ALL MAVEN into an Enterprise and earning her company a spot as a finalist for Innovator of the Year at Carlsbad Chamber's CBAD Awards.

While life may seem rosy now, it was nothing short of an uphill battle making those dreams a reality. What began as a story of a young and unhealthy, unemployed, college dropout single mother living at home without a computer, ended with a strong woman willing to chase her dreams to the end of the universe to make an impact against all odds and challenges. Coupled with a powerful faith, the love of her extraordinarily talented, and very patient husband Joseph, and their three boys, she's always excited to tackle the next blessing around the corner.

THE MAVEN has been featured in various notable publications and media, from Carlsbad's 40 under 40 and the Colorado Springs Business Journal to Gusto's Blog and Webflow's Virtual World Tour. Her unparalleled and infectious energy, confidence, wisdom, and communication style leave whoever she's in contact with filled with more than they bargained for, empowered and excited with the roadmap to conquer whatever is keeping them from greatness.

She also loves engaging with communities across the board, serving as a member of the ParentPrenuer Foundation, Sistah Biz Network, Webflow Design Group, and Mailerlite Experts.

In her own words, "Staying a leader by being a learner has made me a meticulous problem solver. I earned a reputation for having a "figure it out" nature and never quitting. I embrace failure and enjoy serving, living my life firmly by the words of Alexander the Great, "Nothing is impossible to him who will try..."

Equipped with Matthew 19:26 and that all things are possible with God, you'll find THE MAVEN embracing a diverse creativity and challenging herself to bring about new and innovative projects that make humanity better.

# SPEAKER INTRODUCTION: THE MAVEN

**My name is Alexandra Renée Poelstra. Poelstra is pronounced [ POLE - STR- UH ]**

Alexandra Renée Poelstra is a speaker, consultant, and business connoisseur known as "THE" MAVEN of ALL MAVEN, an enterprise company innovating bold and brilliant brands geared to shake up industries.

By evolving her digital agency into an enterprise, she powered through the creation of multiple new brands like HINS & Co. Consulting, creative agency Lex Jameson, Men's lifestyle brand Jackhammer, and nonprofit support program, NEATT. And more are on the way...

While trying to raise a child living at home as an unemployed college dropout, suffering from chronic migraines, she embraced the adversity and chased her dreams against the odds to become the blessed, fulfilled, problem-solving monsterpreneur she is today.

Alexandra's been featured in notable and award-winning publications and media, from CBS8, to Carlsbad's 40 under 40 and the Colorado Springs Business Journal to Gusto. She also spoke for Webflow's Virtual World Tour and her company, ALL MAVEN, was a Finalist for Innovator of the Year at Carlsbad Chamber's CBAD Awards.

We know her unparalleled and infectious energy, confidence, and wisdom will leave you empowered and excited to conquer anything life throws at you.

So, without further ado, please stand and join me in welcoming,  
THE MAVEN, Alexandra Renee Poelstra.



# ACCOMMODATIONS: THE MAVEN

## THE MAVEN CAN'T WAIT TO JOIN YOU!

She doesn't require much, but these few things make it so much easier to ensure your event is an absolute hit!  
It's an absolute honor and privilege to be serving you :-D

### TRAVELING

- THE MAVEN will fly any airline, but Frontier is preferred, and any class is fine
- THE MAVEN only travels with one carry on, or a personal item the visit is short and no equipment is needed
- Arrangements to and from the airport must be made
- If the event is not occurring where THE MAVEN is staying, arrangements must be made for pick up and drop off where appropriate
- Hotel accommodations within 15 minutes of the venue are preferred and all rooms should be non-smoking
- If your event is over 2 hours from THE MAVEN's location, overnight accommodations are recommended
- If you are providing food, THE MAVEN has no allergies but is not a fan of marinara sauce

### PRESENTING

- If doing a custom presentation, we request that THE MAVEN be able to give that presentation from her own laptop to preserve branding, formatting, and media. She will provide all her adapters, but if your hookup is extremely far away, please be prepared with an extension cord or long cable
- If you are setting up screens, please set them up to the right or left of the stage to avoid walking through the projector lights or talking in front of the presentation
- THE MAVEN will usually walk around and engage with the audience, so please have a lavalier mic available if you are able to allow her to be mobile
- If you are going to be recording the presentation, or if your audience members are going to be recording the presentation, please notify us in advance so we can make proper arrangements
- Please allow enough time for THE MAVEN to do a soundcheck, presentation check, and or walkthrough of the venue to ensure the event will run smoothly
- THE MAVEN LOVES to talk. If the presentation needs to be extended (or shortened) she's more than happy to accommodate. Please have a timer available that she can see to ensure she stays on time. Without a clock, it's extremely difficult (and darn near impossible) for her to keep to your schedule.

### COVID-19

- THE MAVEN is fully vaccinated but will abide by all local, state, and federal laws regarding masking, vaccination, or other COVID-19 related protocol without issue