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Alex joined Penn Interactive in August of 2020, prior to the first launch of the online Barstool Sportsbook. During his tenure, Alex has supported 19 successful launches of the Barstool Sportsbook & Casino and has built and overseen the Marketing Compliance program, spanning four online gaming verticals across 16 jurisdictions in North America. He is responsible for guiding the marketing operations for Penn Interactive’s real money gaming products, supporting partnership due diligence and contract analysis, and is involved in the review of legislation and regulations for emerging markets. Prior to joining Penn Interactive, Alex consulted for a sports wagering affiliate marketing start-up in Philadelphia, and has experience with the UNC Athletics Department, a prominent NFL agency, and the National Football League. Alex completed his undergraduate studies at the University of South Carolina and received a Juris Doctor from the University of North Carolina at Chapel Hill. He currently resides in the greater Philadelphia area with his wife, Emily.