

# Executive Biographies

## Nelson Gonzalez

*Chairman and*

*Chief Executive Officer:*

Nelson Gonzalez is the Chairman and Chief Executive Officer for Alienware Corporation, a company he founded in 1996 with long-time friend, Alex Aguila. Nelson's idea was to design and produce the most advanced high-performance computer systems available. The venture began with a small investment and a home garage for an office. Within two years, Alienware was recognized as a premier high-performance computer manufacturer. Since then, the company, which has never had any external funding, has evolved into an industry leader.

Nelson is credited as the creative force behind Alienware's success. With his guidance in advertising, e-commerce, and strategic product and marketing initiatives, the company has been able to increase revenue and claim an enviable position among gaming hardware manufacturers. His passion for innovation, bold business tactics, and commanding leadership has earned the company a prominent position within the highly-competitive PC industry.

## Alex Aguila

*President and*

*Chief Operating Officer:*

Alex Aguila is Alienware Corporation's co-founder and president. As Chief Operating Officer, Alex has been instrumental in managing Alienware's rapid growth. Alex is responsible for developing key business relationships with vendors and suppliers.

Alex is credited with developing and implementing supply chain management procedures that resulted in an increase in total manufacturing output, while effectively reducing inventory inefficiencies. He has implemented smooth procedural transitions during surges in both employee and sales growth, instituting systems that decreased overhead costs. By establishing and maintaining corporate communications policies and inter-departmental procedures, Alex has also maximized overall employee performance.

Humberto Organvidez

*Executive Vice-President*

*and Chief Technology Officer:*

Humberto Organvidez serves as Alienware Corporation's Executive Vice-President and Chief Technology Officer. In this role, Humberto is responsible for Alienware's Research and Technology Team. Humberto's team develops, deploys, and commercializes advanced technology across Alienware's global operations. Humberto assists the CEO and President in setting the company's strategic direction. Prior to joining Alienware, Humberto held various senior management positions in the technology branch of VizuAll, Inc, a leading software solutions provider for the television and post-production industry.