

Maj. Gen. Alex Fink
Chief of Army Enterprise Marketing



Maj. Gen. Alex Fink, U.S. Army Reserve, is currently on active duty as the Chief of Army Enterprise Marketing in Chicago, Illinois. In this role, he leads a team that built the Army's marketing capability from the ground up, transforming Army marketing into a modern, agile, data-informed organization.

Maj. Gen. Fink attended the University of Missouri where he was commissioned through Army ROTC in 1990. He began his career as a Field Artillery Platoon Leader in the 4th Infantry Division at Fort Carson, Colorado. He transitioned to the Illinois Army National Guard in 1994 and then to the United States Army Reserve in 1998.

A Joint Qualified Officer and respected Army logistician, Maj. Gen. Fink has over 15 years of field command from company to 1-star command to include commanding multinational units during operations in both Iraq and Afghanistan. His commands include the 4th Expeditionary Sustainment Command, Fort Sam Houston, Texas; the NATO Forward Support Base for Headquarters, Resolute Support, Kabul, Afghanistan; the Logistics Civil Augmentation Program Support Brigade, Rock Island Arsenal, Illinois; the 2nd Battalion, 383rd Regiment, Fort Hood, Texas; and the Headquarters Company, 3rd Corps Support Command, Des Moines, Iowa.

Maj. Gen. Fink has a Master of Business Administration degree from the University of Illinois. He has completed CAPSTONE and the Army War College. His awards and badges include the Legion of Merit, Bronze Star Medal, the Defense Meritorious Service Medal, the Army Meritorious Service Medal, the Parachutist Badge, and the Combat Action Badge.

Maj. Gen. Fink has also had a successful civilian career, while serving in the Army Reserve, as a brand manager, sales director, and global marketing executive in the food, nutrition, and biotechnology sectors. He has also been a managing partner and consultant in a management consulting firm and an account director for a fully-integrated advertising agency.