

Major General Alex Fink
Chief of Army Enterprise Marketing



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

General Fink attended the University of Missouri where he was commissioned a Second Lieutenant through Army ROTC in 1990. He began his career as a Field Artillery officer. He transitioned to the Illinois Army National Guard in 1994, and then to the United States Army Reserve in 1998.

A Joint Qualified Officer, General Fink has over 15 years of field command from company command to 1-star command. His commands include the 4th Expeditionary Sustainment Command, Fort Sam Houston, Texas; the NATO Forward Support Base for Headquarters, Resolute Support, Kabul, Afghanistan; the 649th Regional Support Group, Cedar Rapids, Iowa; 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.

General Fink has a Master of Business Administration 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.

An Army Reserve officer, General Fink has also had a civilian career where he has served in a variety of marketing leadership and management consulting roles. He and his family reside in Chicago, Illinois.