

Joshua M. Alexander

Solutions Director • Founder • Voice AI & Automation Leader

Dallas-Fort Worth, Texas
TheJoshuaAlexander.com
linkedin.com/in/the-joshua-alexander



EXECUTIVE PROFILE

Technology and marketing executive with more than 30 years of experience turning emerging tools into practical systems that acquire customers, improve operations and create measurable growth.

I work where business strategy, customer communication and implementation meet. My career began on the early web in 1995 and has moved through national lead generation, SEO, CRM and lifecycle automation, conversational AI and voice operations. Today, I lead the Solutions Team at Retell AI while building Action2Call® and continuing to guide JGRobo Marketing. Across every chapter, the job has remained consistent: define the real problem, remove unnecessary complexity and build something people can depend on.

CAREER IMPACT

30+ years
in digital strategy
\$300M+
client revenue
influenced
2M+
internet leads processed
280+
voice AI clients
supported

PROFESSIONAL EXPERIENCE

2025 - Present **Solutions Director, Solutions Team | SMB**

RETELL AI Voice AI | Remote
Lead the customer-facing solutions function that turns conversational AI capabilities into launchable, dependable business systems for SMB and enterprise organizations.

- Lead a 12-person multidisciplinary Solutions Team supporting more than 280 voice AI clients across discovery, architecture, implementation planning, escalation and ongoing success.
- Own the bridge between sales, engineering and customer operations, translating business requirements into practical scopes, phased pilots and production-ready workflows.
- Guide inbound and outbound voice AI programs involving API integrations, webhooks, CRM and scheduling systems, SIP telephony, warm transfers, structured data capture and human escalation.
- Advise on complex environments involving healthcare, financial services, high-volume call operations, HIPAA, GDPR, enterprise concurrency and multi-system workflows.
- Progressed from Solutions Manager to Solutions Director, expanding responsibilities across team leadership, commercial strategy, technical validation and customer escalation.

2024 - Present

Founder & CEO

ACTION2CALL® Dallas-Fort Worth, Texas

Founded a conversational AI company focused on practical voice systems that improve lead response, customer service, appointment handling and call-center operations.

- Design voice AI programs around measurable business outcomes rather than technology demonstrations, with clear jobs, escalation paths and operational ownership.
 - Combine conversational agents with CRM automation, telephony, scheduling, data capture and post-call workflows to create complete customer-response systems.
 - Develop reusable operating models for discovery, solution gating, pilot definition, implementation scope, support and continuous improvement.
 - Lead strategy, solution design, client engagement, partnerships and the translation of emerging AI capabilities into reliable business services.
-

2014 - Present

Founder & CEO

JGROBO MARKETING, INC. Dallas-Fort Worth, Texas

Built and lead a marketing automation and systems consultancy helping organizations connect customer acquisition, CRM operations, follow-up and revenue workflows.

- Architect CRM, lifecycle marketing, lead-routing, sales automation and integration systems designed to reduce response time and improve operational visibility.
 - Helped create thousands of campaigns and contributed to client programs associated with more than \$300 million in generated revenue.
 - Served as a Keap Certified Partner from 2017 through 2024, bringing deep Infusionsoft and Keap experience to complex campaign and integration work.
 - Evolved the company's current focus toward GHL, voice AI, custom integrations and practical automation while retaining decades of direct-response experience.
 - Lead business strategy, client discovery, solution architecture, vendor relationships, team direction and delivery standards.
-

2011 - 2015

Founder

JRSEO MARKETING Digital Marketing | International

Created an international search and digital marketing practice that expanded from specialized SEO consulting into a broader full-service operation.

- Developed SEO, backlink, content and lead-generation strategies for clients across a wide range of industries.
 - Built a reputation for translating search visibility into practical customer acquisition rather than treating rankings as an isolated metric.
 - Grew the practice, broadened its service model and ultimately consolidated the operation into JGRobo Marketing.
-

2001 - 2012

National Marketing Director

THE RELOCATION PROFESSIONALS Real Estate Lead Generation

Helped build and operate a national internet lead-generation engine serving real estate professionals and home buyers across the United States.

- Contributed to a system that generated and processed more than two million exclusive home-buyer leads.
 - Worked with hundreds of real estate professionals on online marketing, lead flow, conversion and follow-up strategy.
 - Directed national marketing efforts during a formative period for online real estate customer acquisition.
 - Applied early-web experimentation, search strategy and performance marketing to a scalable national business model.
-

CORE EXPERTISE

- Voice AI strategy and solution architecture
- Conversational customer experience
- Technical discovery and scope development
- CRM and marketing automation
- GHIL workflow design and operations
- API, webhook and middleware integrations
- Inbound and outbound call programs
- Telephony, SIP and call routing
- Sales operations and lead-response systems
- Pilot design, UAT and production launch
- Team leadership and cross-functional delivery
- Customer escalation and commercial strategy

PLATFORMS & SYSTEMS

- Retell AI
- GHIL
- Keap / Infusionsoft
- Salesforce
- ActiveCampaign
- GreenRope
- Twilio and SIP telephony
- REST APIs and webhooks
- Scheduling and CRM ecosystems

CREDENTIALS

Retell AI Certified Solutions Director

Conversational AI solution strategy, architecture and implementation.

Keap Certified Partner

Certified from 2017-2024, with Infusionsoft and Keap experience beginning in 2012.

LEADERSHIP STYLE

Direct, curious and operationally grounded. I favor narrow, measurable launches, clear ownership and systems that make the human team more effective.

SELECTED VENTURES

VOICE AI	CREATIVE	FAMILY VENTURE
Action2Call® Conversational AI and automation systems designed around practical business outcomes.	The ColourMind Original music, comedy, characters and interconnected storytelling.	Ginger's Craft Corner A Fort Worth handmade-gift brand built with and for family.

OPERATING PHILOSOPHY

“The goal is not to build an agent that can talk. The goal is to build an agent a business can depend on.”

Make it useful first. Novel technology only matters when it improves a real workflow or outcome.

Keep the human in it. The best automation creates more room for judgment, empathy and imagination.

Leave it better. A successful system should be clearer, more dependable and easier to operate than what it replaced.