



ODINBROOK
GLOBAL ADVISORS



ALEX FARMER

Managing Director

Alex Farmer has spent over 15 years as an executive, principal investor and investment banker, focused on growth and turnaround businesses. Over that time, Farmer's diverse experience has provided a unique insight to companies in a variety of operating and financial environments.

Most recently, Farmer served as Senior Advisor to the CEO/President of Travel Leaders Group, a private equity-backed global travel and leisure conglomerate comprising several independent corporate and leisure travel and event planning agencies. Prior to Travel Leaders Group, he served as a member of the executive team at Boxed Wholesale, a bulk CPG e-commerce business, in various roles overseeing investor relations, corporate development, finance and operations.

Prior to his corporate roles, Farmer founded Safa Partners, an expansion stage investment firm focused on technology-enabled businesses, where he led investments in Lyft and Boxed Wholesale. Prior to Safa Partners, Farmer was a Director at Rizvi Traverse Management, an opportunistic private equity and growth investment firm. During that time, Farmer was involved in the firm's control and minority investments in Key Air Aviation, Ziegler Capital Management, SESAC, Twitter, Square and Flipboard, representing over \$1.5 billion in AUM.

Farmer began his career at Jefferies in the Restructuring and Recapitalization Group. During his time at Jefferies, Farmer advised on both company/debtor and creditor assignments, including Revere Industries, ContinentalAFA, Trident Exploration Corp., RailWorks Corporation, Oglebay Norton Company, Werner Ladder, Calpine Corp., and ASARCO. Farmer graduated from Columbia University with a bachelor's degree in history.

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