

**TONI ALEXANDER**  
**PRESIDENT & CREATIVE DIRECTOR**

Whether Toni's immersed in the cultural treasures of Korea, exploring the new mindset of wealthy Russians or repositioning communities right here in California, she is a branding mastermind whose insight is matched only by her energy.

A former ULI Trustee and one of the first woman governors of the 32,000-member Urban Land Institute organization, Toni has been a member of the ULI International Awards of Excellence jury, Chairman of the Community Development Council and has successfully initiated and chaired the Silver and Red flights of ULI's Recreation Council. She is a member of the ULI Foundation Board of Directors, a contributing source for articles in ULI's Urban Land magazine and a speaker on many ULI panels. Toni serves on a variety of committees within ULI, including the Policy and Practice Committee and the Program Committee.

Toni is a graduate of the University of California at Irvine and holds a Bachelor of Arts degree from the School of Fine Arts. She attended graduate school at the prestigious UCLA School of Theater, Film and Television. Toni is active in a variety of community and professional organizations and serves as a marketing advisor to the private golf clubs she belongs to in California and Hawaii.