



Alexandra Reda, M.Sc.

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Alexandra Reda brings to PBY Capital a diverse background in strategic partnerships, entrepreneurship and organizational transformation. She began her career in management consulting at KPMG Canada. Alexandra later supported several early-stage, deep-tech ventures in various functions such as operations and human capital. She went on to fund and lead SaaS venture Arina Live Inc. as chief executive officer. Most recently, Alexandra provided operational and business development support to Canso Investment Counsel Ltd. and their group of affiliates. She holds a bachelor of commerce degree in international business from Concordia University, a graduate diploma in human resources management from McGill University, and a master of science degree in organizational effectiveness from New York University.