



Ghada "Gigi" Alajeely

Business Development Specialist



Ms. Alajeely joined Sonoma Technology in May 2022 as a Business Development Intern while completing her MBA. She was promoted to a full-time Business Development specialist in January 2023. In this role, she will continue tasks she began as an intern, including working with the business development team to launch new marketing and CRM efforts, and aiding in the creation, management, and scheduling of

marketing content through email and social media. Ms. Alajeely has also worked on and will continue work on implementing and configuring the Salesforce platform. She is looking forward to assisting the Southern California Measurements Team office with routine operations.

Education

- MBA, Dominican University of CA
- BA, Business Administration, Concordia University Irvine

Ms. Alajeely recently completed her Master of Business Administration degree with a Business Analytics concentration. While completing her degree, she interned at a wealth management firm as a Client Support Associate. She was responsible for client outreach, account management, and document preparation. Ms. Alajeely received a 3rd place award in the LePage Business Idea Competition which is hosted by her university.

Ms. Alajeely earned her bachelor's degree in business administration with emphasis in finance and management from Concordia University, Irvine. She received the management award from the School of Business and Economics Department. Ms. Alajeely graduated with Cum Laude honors and competed on the tennis team. Ms. Alajeely worked for the university's accounting department as the accounts payable intern where she maintained and managed invoices. Ms. Alajeely worked in the athletic department as well. As part of the game day staff, she played various roles to ensure smooth, safe, and fun game days on campus.