



LEADERSHIP PROFILE

Alexandra (Alex) Neff is Chief Marketing Officer for Oxford Financial Group, Ltd. She is responsible for marketing strategy and growing awareness for the Oxford brand. In this role, Alex utilizes her over 15 years of experience driving innovative brand marketing, public relations and strategic initiatives to lead transformative marketing of the Oxford brand to create lasting impact and drive the growth of the firm.

Known for a unique blend of creativity, data-driven insights and leadership, Alex has played a pivotal role in elevating brand identities, crafting compelling narratives and driving revenue growth across multiple markets. Throughout her career, Alex has honed her expertise in developing high-impact marketing strategies that resonate

ALEXANDRA L. NEFF CHIEF MARKETING OFFICER



“My passion for innovation and commitment to excellence is a perfect match for Oxford’s unyielding drive to exceed our client’s expectations in everything we do.”

with diverse consumer segments. With a deep understanding of both traditional and digital marketing, Alex has successfully led cross-functional teams to launch integrated campaigns that connect with audiences, build brand loyalty and increase market share.

Prior to her current role as Chief Marketing Officer, Alex oversaw the global marketing strategy for Brizo®, a luxury fittings brand, where her leadership led to numerous award-winning campaigns and partnerships.

Alex is a graduate of DePauw University and prefers to spend her free time with her German Shorthair Pointer, Mojo, or with friends and family over a nice glass of wine.