



Alexander Pederson

Director of the Santa Cruz SBDC in the Northern California SBDC Network

Alexander Pedersen is a dynamic small business advocate with a diverse background in small business development, economic development, and community leadership. With experience as an SBDC advisor, business owner, nonprofit leader, and city council member, Alexander is committed to addressing the diverse needs of small businesses in Santa Cruz County.

As the Director of the Santa Cruz County Small Business Development Center, Alexander is dedicated to empowering small businesses and fostering economic growth in our region. His strategic approach to creating and implementing effective programs will ensure that the SBDC continues to be the premier resource hub for one-on-one advising, access to capital, disaster assistance, and industry-specific support for small businesses in Santa Cruz County.

Outside of his professional life, Alexander is an active volunteer in his community, serving on the board of directors for several nonprofit organizations and is dedicated to promoting community wellness through leadership and economic development. In his free time, Alexander enjoys exploring new technologies, engaging in community activities, travel, and outdoor sports.