



**Linda Alexander, IREON, Alexander Marketing & Communications**

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Name: Linda Alexander

Title: President

Company Name: Alexander Marketing & Communications

What was the most challenging part of working during the pandemic?

Not having my team at the office to bounce off new ideas every day has been a challenge. It is not an accident that our logo is a lightbulb! When you're in the next room, it's easy to run to a colleague with a great big idea that's just hit you. But under the current circumstances, it is most likely to be conveyed in a text or a phone call, losing an important element of spontaneity. On the other hand, some of our more "in the moment" concepts have had a chance to be better developed before pitching them to clients and media, which has its advantages, too.

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