CyberSafely
Parental Safety Solution

FOUNDER BIO

# Neal Alexander

Founder & CEO, CyberSafely.ai

Detecting threats before they become tragedies.

### SHORT BIO · 50 WORDS

Neal Alexander is a serial entrepreneur who has built more than 35 businesses over a 45-year career. He founded CyberSafely.ai after his son, a high school head football coach, described how much of his time went to monitoring his players online. That conversation turned into a mission to protect children across the country.

### STANDARD BIO · ~150 WORDS

Neal Alexander is the founder and CEO of CyberSafely.ai, a parental safety platform that helps parents protect their children online. A serial entrepreneur, Neal has spent more than 45 years building over 35 companies across a wide range of industries.

The idea for CyberSafely started with a conversation with his son, Nick Alexander, head football coach at Walsh Jesuit High School, who described spending every evening monitoring the social media activity of his 120 players. What first looked like a time-management problem turned out, after Neal spoke with coaches, teachers, and grieving families, to be a much larger crisis in children's online safety. Neal took it on as a mission and partnered with a software team that shared his sense of purpose.

Today, CyberSafely.ai works with families, schools, and states across the U.S. and Canada, with the goal of putting protection into the hands of every parent.

## FULL BIOGRAPHY

Neal Alexander is a serial entrepreneur and the founder and CEO of CyberSafely.ai. He attended Mount Union College, where he lettered in football, earned an MBA from Cleveland State University, and attended Cleveland-Marshall College of Law.

After a brief early stint at UPS, Neal became Assistant Human Resources Director for a local crane manufacturer. While there, he and a friend launched a business called Video on Wheels, which drew local media attention and grew into a franchise program with several franchises sold. That first venture set the pattern for what followed. Over the next 45 years, Neal built more than 35 different businesses. Some succeeded and some did not, but each one taught him something that made the next opportunity possible.

About six years ago, after selling one of his businesses, Neal approached his son, Nick Alexander, head football coach at Walsh Jesuit High School, hoping to build something together. Neal had run football camps and done motivational speaking, and he suggested both. His son had no interest. When Neal pressed him on why, the answer reframed everything. With 120 players to look after, Nick was spending every evening monitoring their social media, messaging players to take posts down, asking what they were thinking, and calling them into his office the next morning.

Neal first assumed this was a time-management problem. After talking with other coaches and teachers, he saw it was a serious and widespread crisis around social media and children. He took it on as a mission and engaged a local software company that understood it from a mission standpoint. Together they built the first version of CyberSafely.ai, which monitored children's social media and alerted parents to critical or dangerous posts.

As Neal set out to bring the tool to parents nationwide, he met with foundations and with families who had lost children to online harm. He learned that while social media was a huge problem, the wider internet was dangerous in many other ways. One conversation proved pivotal. Dianne Grossman of New Jersey, who lost her 13-year-old daughter to bullying, shared that her daughter was not even on social media. Other girls were taking screenshots of posts and texting them to her. That insight became the catalyst for a major change in the product.

The team rebuilt CyberSafely around keyboard-level technology, a keyboard that replaces the one on a child's device and helps surface risk signals across everything the child types, in any app, not social media alone. Later versions added new protections. Version 4 introduced an analytics-based persona that gives parents real insight into their child's online world, so the alerts they receive are easier to understand and act on.

Text typed on the Smart Keyboard is sent to Google Gemini for a safety rating and saved to the family account, so alerts come with context. Message text is blanked after 90 days, Gemini’s analysis of each message is kept for 365 days, and alerts are kept for 730 days.

The mission is to help save children's lives by getting this protection into every parent's hands. It is now reinforced by the CyberSafely Foundation, a separate nonprofit that provides education, awareness, and alignment with like-minded organizations. Neal and his team are working with schools across the United States and Canada to make the tool available to all parents and to keep the mission moving forward.

> *"This app was designed for parents who lost their children to the dangers of social media and the internet, so other families never have to."*
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> **Neal Alexander**
> Founder & CEO, CyberSafely.ai

**Editor's note:** Headshot available for download in the online press kit.
CyberSafely.ai · Parental Safety Solution

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