

Gena Alexa currently serves as the Account Executive for the Unisys Federal Systems Customs and Border Security Practice. Ms. Alexa has over a decade of experience successfully developing and implementing automated border control and registered traveler solutions for government clients around the world. Recent experience includes the Western Hemisphere Travel Initiative (WHTI) land border implementation where she served as the Program Executive responsible for the successful implementation of approximately 400 lanes of license plate reader and RFID equipment at the top 39 US land border ports of entry. WHTI was the first fully implemented 9/11 commission recommendation and was delivered on time and on budget.

Ms. Alexa has played key leadership roles from both a management and technical perspective on identity programs such as the TSA Registered Traveler Program, the Transportation Worker Identification Credential (TWIC), Israeli Automated Border Control Systems, and US INS Automated Inspection Systems such as INSPASS, GES, and the US NEXUS/SENTRI Dedicated Commuter Lanes (DCL). Ms. Alexa also worked with the European Commission to recommend a common approach to Entry-Exit and Registered Traveler schemes for the Shengen Borders. Specific areas of implementation experience include biometrics, smart cards and PKI deployment, including participation on industry councils and involvement in national and international standards development. Ms. Alexa has played a leadership role in the biometrics and smart card industries as a member of the ANSI INCITS M1 Biometrics subcommittee and the Smart Card Alliance.

Ms. Alexa has an undergraduate degree in Marketing Information Systems from James Madison University and an MBA from George Mason University.