

Professional Profile



Alex Cassidy, J.D.

Vice President, Business Development

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CAREER SUMMARY

As Vice President of Business Development at NAI FMA Realty, Alexandra Cassidy, oversees company wide marketing efforts and leads relationship initiatives with business leaders, referral partners, and civic organizations to generate quality real estate opportunities and long-term partnerships. As the firm's community ambassador, Alexandra represents NAI FMA at local events and professional gatherings, strengthening its visibility and reputation. Internally, she drives employee engagement and cultural initiatives that position the company for generational transition, sustainable growth, and long-term success.

BACKGROUND AND EXPERIENCE

Prior to joining NAI FMA Realty, Alexandra spent 8 years at Lutz, a leading Nebraska-based business solutions firm. She played a pivotal role in driving firm growth and client engagement. She built and maintained strong relationships with Lincoln business leaders and referral partners, developed customized proposals across accounting, consulting, and technology service lines, and collaborated with marketing and leadership teams to expand brand visibility. Alexandra also advised clients on talent acquisition strategies, connecting organizations with top accounting professionals and guiding successful hires. Known for her strategic mindset and relationship-driven approach, she contributed to consistent revenue growth and helped establish and then strengthen Lutz's presence in Lincoln.

CIVIC AFFILIATIONS

- YMCA of Lincoln, Nebraska, Board Member, 2024- Present
- Lincoln Children's Zoo, Board Member, 2024- Present
- Wysong Elementary PTO, Committee Chair, 2024- Present
- Westminster Parent Advisory Committee, Chair, 2023-2025
- Foundation for Lincoln Public Schools, Board Member & President-elect, 2023-Present
- United Way Campaign Cabinet, Co-Chair for Cultivation and New Account Development, 2022- 2024
- Big Brother's Big Sister's, Board Member, 2019- 2023
- Junior Achievement, Classroom Volunteer, 2018- Present
- Community Advisory Committee for Lincoln Public Schools, Member, 2018- Present
- Kappa Alpha Theta, Chapter Alumni Advisor- 2013- 2017

EDUCATION

Juris Doctor
Graduated: May 2013, University of
Nebraska, College of Law

Masters of Arts in Teaching and
Learning
Graduated: August 2015
University of Nebraska, Lincoln

Bachelor of Arts
Graduated: May 2010, University of
Nebraska, Lincoln

PROFESSIONAL AFFILIATIONS

Admitted to the Practice of Law in
Nebraska, September 2013



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