

Short Biography Of Alan E. Hall



Alan is a founder and managing director of Mercato Partners, a growth equity venture capital fund. Its focus is to invest in high growth technology companies that need additional funding and expertise for marketing and sales. Current Fund I portfolio companies include; Skull Candy, Fusion-io, Control 4, Cymphonix, Mediconnect and Stance.

Mr. Hall is also the founder, former CEO and chairman of MarketStar Corporation, a global out sourced marketing and sales company with a focus on assisting high technology companies increase sales through the small to medium business sectors. The company employees several thousand employees and generates billions of dollars in sales for its marquee clientele, including Hewlett Packard, Cisco, Sony, Intel, Verizon and Research in Motion. MarketStar is owned by Omnicom Group (OMC).

Mr. Hall is also the founder and chairman of Grow Utah, a not for profit entity with a mission of stimulating economic development through entrepreneurship. He is a prolific Angel investor and has over forty personal investments in growing Utah companies. Alan is the chairman of the Utah Technology Council, the chairman of Weber State University's board of trustees and the chairman of the University's capital campaign committee, a member of the advisory board of Wells Fargo Bank, and a trustee of the Intermountain Healthcare Foundation. He is an Ernst and Young and Mountain West Capital Network Entrepreneur of Year recipient. He and his wife Jeanne are the chairman and president of the Hall Foundation. The mission of the foundation is that "there be no poor among us." Alan and Jeanne Hall are the parents of six married children and fourteen grandchildren.