



Alessandra Lezama
CEO, TOOTRiS

A serial entrepreneur and passionate advocate for women, Alessandra Lezama is a bold voice in the need for innovation and new thinking. As founder and CEO of TOOTRiS, an award-winning On-Demand Child Care platform, she is revolutionizing Child Care through unifying technology that breaks barriers and allows parents, providers, and employers to achieve greater financial freedom.

A veteran technology executive who has enjoyed a 20+ year, high impact career taking underperforming companies and turning them into scalable, high-performance powerhouses, Lezama's hands-on leadership across industries has earned her a reputation as a rainmaker. She was awarded the 2021 Minority Owned Business of the Year by US Chamber of Commerce. And In 2023, Lezama was named to Inc. Magazine's Top Innovative Female Founder's List, and TOOTRiS was named among Fast Company's Top 10 Most Innovative Businesses.

Among her previous successes, as CEO of AbacusNext, Lezama stepped into a niche software company with less than 29 employees and in less than 4 years, transformed it into a disruptive technology organization creating thousands of jobs in San Diego and expanded their services globally. Prior to joining Abacus, she held a number of CEO and COO roles for other technology companies including the largest data center operator in southern California.

Lezama is a passionate advocate for Women in the Workforce and Early Childhood Education and Care. She was appointed to Ready Nation's CEO Taskforce on Early Childhood and was recently recognized as Woman of the District (39) by CA Senate President pro Tempore, Toni Atkins. Lezama also serves on the San Diego County Child Care LPC, chairing the Public-Private Resource Committee, serves as Vice-Chair of the Board at the San Diego Regional Chamber of Commerce, on the Board of San Diego Foundation, and on the California Preschool Advisory Council.