



Bringing joy through harmony...

Alex Rubin

Music Director

Music has been a key part of Alex's entire life. From a fond love of Placido Domingo to an early exposure to the a cappella music of The King's Singers, Alex is constantly expanding his breadth of musical knowledge, experience, and expertise.

A Barbershopper since age 9, Alex has sung in choruses and multiple quartets over his nearly 30-year barbershopping career. He's won four Florida state quartet championships on three different voice-parts, and in his current quartet, Throwback, he sings baritone. Throwback is the current 2019, 2nd Place Silver Medalist quartet in the Barbershop Harmony Society.

Alex has amassed quite an impressive barbershop resume having started directing near 25 years ago after being told he had "gifted directing hands". He's directed four men's choruses in Broward and Miami-Dade Counties, including a competition-only chorus, THX, and HD Chorus, an under-25 youth chorus.

In 2012, THX became the first chorus from South Florida to compete at the Barbershop Harmony Society's International competition in over three decades. THX would go on to compete at five straight international competitions finishing as high as 8th in the world in 2013.

Professionally Alex works for Webgraph, a tech-focused consultancy he founded, with his brother Dan in 2001, based in Fort Lauderdale, FL. Their many years in the field has them consulting on projects from design to data-driven solutions in a broad range of industries, with clients both in the United States and abroad.

Alex and his lovely wife Jennifer live in Fort Lauderdale, FL and have three wonderful children, Emma, Jake and Kate.

When not traveling for work or Barbershopping, Alex enjoys spending family time at Disney, camping, and being on the water canoeing, rowing and sailing.