



EDDY BADRINA



Eddy is an entrepreneur, operator, and advisor, based in Texas. Currently he leads M&A and integration at scale as SVP of Integration at Albers Aerospace, following his tenure as CEO of Eden Green and co-founder and President of BuzzShift. Eddy has also held critical leadership roles at both the US Department of State and the White House. His leadership philosophy is rooted in excellence, curiosity, and care - values that fuel innovation and resilient teams.

CAREER HIGHLIGHTS

- Served as Middle East analyst, pre- and post- 9/11
- Directed \$1.5M White House Initiative
- Generated \$20M in bank new business
- Bootstrapped agency to \$12M sales
- Sold, reacquired, scaled agency to \$15M sales
- Raised \$70M for agtech growth startup

EDUCATION

MPSA - Bush School of Government and Public Service - Texas A&M University (2000). Bush Scholar (full-ride scholarship)

BS - Psychology - Texas A&M University (1998). Aggie Band, Corp of Cadets.

PERSONAL

Active in his community, Eddy has served on the boards of Seed Effect, a microfinance non-profit; Igniter Media, a media content company; and, as an advisory board member for Texas A&M's College of Agriculture. He has also volunteered his time at Watermark Church for over 15 years. He is married to Rachel Badrina, his wife of 25 years, and they have three children.

CONTACT

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EXPERIENCE

Eddy began his career at the U.S. Department of State. Serving as an analyst covering the Middle East and United Nations, **most consequentially during 9/11**, he gathered and disseminated intelligence to Congress, the intelligence community, and the Executive Branch during one of the most pivotal moments in U.S. history. In 2004, Eddy became Executive Director of the White House Initiative on Asian Americans and Pacific Islanders, persuading White House officials to fund the **\$1.5M Initiative** and move it from the Department of HHS to the Department of Commerce, where it gained more visibility and policy-setting influence. In this role, he served as the President's primary Asian American surrogate, engaging with over **1,000 business and community leaders worldwide**.

Returning to Texas in 2006, Eddy joined Wells Fargo, generating **\$20M in new loans and services** within his first year. Transitioning into technology and marketing, he first helped to scale telecom startup Belltower Tech to **\$5M ARR**, before co-founding BuzzShift, a digital agency, in 2010. Bootstrapped from scratch, BuzzShift grew to **\$12M in annual sales** with industry-leading margins and earned multiple Inc. 5000 awards, as well as inclusion in The Aggie 100. After selling the agency in 2016 and reacquiring it 11 months later, Eddy scaled BuzzShift again to **\$15M in annual sales before exiting for a second time** in 2021.

In 2020, Eddy became CEO of Eden Green, a controlled-environment agriculture startup. A finalist for EY Entrepreneur of The Year in 2022 and 2023, and a multiple year Dallas 500 awardee, he secured two patents, **raised over \$70M**, and grew the team from 20 to 110 while maintaining 85% retention. Under his leadership, Eden Green grew revenues to \$4M and secured **blue-chip customers including Walmart, Sysco, and CAVA**.

Now, he leads post-merger integration and M&A operations across the Albers Aerospace organization, building repeatable playbooks to absorb and scale acquired companies. Eddy thrives on scaling ventures from proof-of-concept to broad market traction, combining vision with operational discipline. His leadership philosophy is rooted in excellence, curiosity, and care, values that fuel innovation and resilient teams.

