



NEWS – January 2, 2025

Celebrating the Launch of Alpha Scale: A Milestone in FLX Networks' Evolution

BERNARDSVILLE, NJ – [FLX Networks](#), the innovative network revolutionizing the engagement experience between asset and wealth managers, today announced the successful spinout of Alpha Scale, a new coaching and practice management firm founded by Mark Spina, Michael Silver, and Eric Sheikowitz. This milestone reflects the ongoing evolution of FLX Networks as the industry's leading platform for modular, on-demand services.

Brian Moran, CEO of FLX Networks, shared "Spinning out Alpha Scale allows both firms to sharpen our respective focuses, drive innovation, and continue to deliver outstanding results for our clients. FLX's strength lies in being a scalable network and marketplace where members can access best-in-class solutions tailored to their needs—whether FLX owns the solutions or they are fully-vetted independent providers."

Alpha Scale will operate independently yet remain a key partner within the FLX Business Accelerator, FLX's professional development category in its Solutions Exchange. This move empowers FLX to bring together a broader ecosystem of coaches for wealth management firms and their advisors to seamlessly access via a single contract, platform, and partner.

The FLX Business Accelerator is the optimal partner for any experienced professional coaching businesses, as we provide a turnkey experience for coaches to leverage our growing membership, while removing many administrative responsibilities that fall upon a small business owner.

"Like many of the services and technologies FLX provides through our Solutions Exchange, we are focused on simplifying access to resources that help businesses operate and grow. Whether you are the head of advisor education, a branch manager, or an individual searching to augment your professional development, practice management, and value-add programs, FLX Networks can help," said Brian.

With FLX maintaining a minority ownership in Alpha Scale and Mark Spina rejoining the FLX Advisory Board, FLX members and Alpha Scale clients alike can expect consistency, continuity, and alignment.