

The Alexanders

A Life of Adventure, Legacy and Luxury in Cordillera Ranch

By Kimberly Suta :: Photography by David Teran

Brooke and Greg Alexander aren't just homeowners at Cordillera Ranch — they're adventurers, entrepreneurs and the proud parents of a sweet Boston Terrier rescue named Red. After nearly three decades of marriage and a lifetime of accomplishments, the couple has found their ideal retreat in the Texas Hill Country, balancing days of yachting, golf and horseback riding between their two dream homes in Jackson Hole and Cordillera Ranch.





The lovely couple met and unexpectedly fell in love on what would become their first — and last — blind date. Greg, who hails from Boston, recalls his mom's premonition before relocating to Dallas that he was going to "meet one of those Texas beauties and never come home." As mothers often do, she knew intuitively that her son's life was about to drastically change.

After graduating from the University of Massachusetts, Greg was immediately hired by a technology company called EMC, which became one of the four horsemen of the internet during the dot com craze. When Greg's co-workers proposed setting him up on a date, his first tongue-in-cheek comment was, "Do I look like I need a date?"

But when he found out that the intended date was a Dallas Cowboys Cheerleader, he understandably changed his mind. "I didn't think she [mom] knew I was going to marry a fifth generation Texan, but that's what happened," shared Greg.

"Technically, I was the first native Texan Greg had met since he moved to Dallas," remembered Brooke. "The funny part of the story is his friend took him to a Cowboys' game the day before our date. All they knew was that I was a brunette, so they spent the whole game trying to figure out who I might be."

When they finally met, the chemistry was immediate. "Greg's co-workers thought we'd be a good match," Brooke recalled. "And they weren't wrong! We moved in together and were married within 18 months." Twenty-eight years later, their love story is still going strong.

Greg, being an entrepreneur at heart, founded and later sold SBI (Sales Benchmark Index), a tech-enabled service firm that helped Fortune 500 companies optimize their sales teams. According to Brooke, Greg has always been ambitious (one of the many things that attracted him to her), and bucks the trends any chance he gets. He also happens to be the "greatest husband in the world." It's no wonder he was able to sell his company at the age of 47.

"We decided to travel the world and enjoy life after that, but I got bored," he admitted. Then COVID hit. "I wrote

a book — *The Boutique: How to Start, Scale, and Sell a Professional Services Firm* — and it took off." That book laid a wonderful foundation for his latest venture, Collective 54, a mastermind community for entrepreneurs.

While Greg built businesses, Brooke followed her own passions and nobody applauds her accomplishments more than Greg. "She's a Texan, and that one word encapsulates it all. She's beautiful, tough, practical, independent and fierce. Brooke cheered for the Cowboys, went to three Super Bowls, performed with Michael Jackson, Diana Ross, David Letterman, at USO tours, and she launched and runs the Dallas Cowboys Cheerleader Alumni Association," he noted.

Greg, being the savvy visionary that he is, saw the potential and encouraged her to start it and gave her the book, *Art of the Start*.

"One line stuck with me — 'Do the job that no one else is willing to do,' and that's what I ran with. Now, I'm in the 19th season of handling the Alumni Association for the Cheerleaders. There's 888 of us," she said, proudly.

As if that doesn't keep her busy enough, Brooke also enjoys yoga, tennis, volunteering for Best Friends Animal Society, and photography. Interestingly, she's won a ribbon at the Texas State Fair every year for over a decade.

After years in Dallas and travels worldwide, the Alexanders found themselves questioning city life. "We had the financial resources and freedom to live anywhere," Greg explains. "So why stay in a crowded city?"

As Texas is Brooke's family home, they knew they wanted to have a home base here, but where? The search led them across the serene Texas Hill Country — from Fredericksburg to Sisterdale — before an unexpected detour brought them to Cordillera Ranch.

"We were looking at a ranch in Sisterdale, where we almost made an offer, when I asked about the closest golf course. Next thing we knew, we were touring Cordillera Ranch," said Greg. "And 30 minutes later, we made an offer."

Their Cordillera Ranch home, located on a hill in Bear's Ridge, sits on 30 acres





surrounded by sweeping views. “It feels like we’re on a 300-acre ranch, but without the upkeep,” explained Brooke. The property includes an estate home and a guest casita, offering the perfect balance of privacy and community.

Greg, who has become an avid golfer, was drawn to Cordillera’s Jack Nicklaus Signature Course. “It’s a great blend of challenge and playability,” he said. “The members have been incredibly welcoming, and the pro shop staff helped me upgrade my hand-me-down clubs. Katie Dillard, one of the instructors, has even worked with my unorthodox swing.”

Brooke, on the other hand, has been embracing the other amenities. “I love riding horses at the barn, playing tennis and taking nature walks to photograph the Hill Country’s beauty,” she said. “Cordillera Ranch is a perfect blend of both our interests.”

Their social calendar includes everything from wine dinners at the Club to yachting excursions in the Exumas. “We love cruising around the islands,” said Brooke. “I snorkel every chance I get, while Greg plays with all the toys — Seabobs, jet skis and fishing boats.”

Next on their yachting itinerary? Turks and Caicos in February 2026. Last summer they toured the Greek Isles by yacht with an exceptional captain named Niko, who knew every inch of the waters and helped them discover their favorite island, Hydra — which is entirely car-free and known for its exquisite architecture and stunning neoclassical stone mansions that overlook the port.

Brooke’s deep Texas roots are evident in their home, where artifacts from her family’s history are proudly displayed — including her grandfather’s beloved grey suede cowboy hat. “He wore it every single day, whether he was in a suit or out on the cantaloupe farm in Pecos, where he was also the mayor, ran John Deere® dealerships, a gas station and did crop dusting,” she said.

Each April, the Wicker family gathers for a reunion and cemetery cleanup in Brownwood, a tradition dating back to 1882. “It’s a way to honor our past while keeping the family connected,” confided Brooke.

What’s next for the happy couple includes Greg’s continued efforts writing and speaking, while Brooke is eager to deepen her involvement in the Cordillera

Ranch community. “Last year was all about getting settled and the restoration at our log cabin in Jackson Hole, but now I’m so excited to dive in and get more involved in community groups.”

Their favorite way to end a day? “A glass of Cakebread for Greg. I’m a bubbly girl, so Prosecco or Champagne for me,” said Brooke. “Sitting on our porch, watching the sunset over Bear’s Ridge, grateful for this amazing life we’ve built together.” 🍷

