

Daniel House Club

Alexander Spalding '14, Founder, Owner & CEO

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The path to entrepreneurship looks different for every entrepreneur. Some discover it by necessity. Others curiosity. Alexander Spalding '14 says it's in his DNA. Born and raised in Wisconsin, Alex is a fourth-generation entrepreneur, but first-generation Aggie.

Knowing he desired a large school with spirit and traditions, it's no surprise he found and fell in love with Texas A&M University. In fact, following a country-wide search, on the last possible day he could decide, Alex chose Texas A&M over Purdue. A decision he would look back on as "the right call."

That family spirit of entrepreneurship began with his great-grandfather who started a local bank, which led to his grandfather setting up telephone lines, his father founding a college apparel company that would eventually become JanSport — and finally to Alex, founder of Daniel House Club, the No. 1 company on the 2024 Aggie 100™.

While at Texas A&M, Alex was a highly involved Mays student, including being active in the PREP program and the Freshman Business Initiative. Additionally, the Center for New Ventures and Entrepreneurship (now the McFerrin Center for Entrepreneurship) trained Alex to become one of the first Aggie student consultants to serve and advise his fellow student entrepreneurs at Startup Aggieland.

Any entrepreneur will tell you that many of their best lessons were born from failure, or at least roadblocks or setbacks. For Alex, he felt a similar motivation when he received a C on his very first college exam — calculus — while at Texas A&M. Although the grade felt crushing, he says it "lit a competitive fire in me that really shaped my future." That C eventually grew to an A and shifted his academic focus. The newfound zeal for learning propelled him throughout his years at Texas A&M, on to Oxford, and he carries it into his work still today.

Once back in the U.S. following his time at Oxford and feeling the urge to "start something," he and his brother put aside any bit of sibling rivalry and put their heads together to brainstorm what would come next — the launch of a design-build firm focusing on interior renovations. His brother brought the architecture skills. Alex brought the finance skills. And their mother had purchased a historic house that needed extensive work — and so an obvious first project was born.

They worked relentlessly, and the business grew, but not without its challenges. After processing and analyzing, they realized that most of their revenue was coming from furniture. After a bit of customer discovery with designers, furniture sourcing emerged as the clear pain point. And so, they ultimately landed on that key word among entrepreneurs — the pivot.

Rather than focusing on and managing full projects, the team lasered in and focused solely on providing an easy path and mechanism through which interior designers could find, ship and resell the furniture they needed. The pivot brought something bigger than focus and success. It brought a sense of reward as they helped thousands of small businesses become more profitable, and it allowed them to actually begin enjoying their work.

That enjoyment of their work infuses their company today where a standout company value is "We have fun." The togetherness and the enjoyment of the ride is shared among the team and punctuated by this shared sense of fun.

Alex came to Texas A&M because of its spirit, and that Aggie Spirit is now fueling his continued journey of entrepreneurial success.



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