



## Alex Hunter

### Brand and Social Media Strategist

*"One of the most sophisticated professionals in today's Online and Social Media Landscape"*

Alex Hunter is a company incubator, angel investor, and branding expert. He is also a noted public speaker, appearing at events all over the world such as ad:tech, Future of Web Apps, Thinking Digital, Marketing 2.0, iStrategy, Tech4Africa, MARKA and Internet World.

#### TOPICS:

- Branding
- Customer Loyalty
- Reputation
- Marketing
- The Digital World

#### IN DETAIL:

Previously, Alex served as the global Head of Online Marketing for the Virgin Group, curating the Virgin brand's global digital strategy. He currently serves on the Board of Trustees for the UK non-profit Drinkaware. He has also served as an adviser to the Prince of Wales' Rainforest Trust specifically around the use of social media and engagement to propagate the Trusts' message. Alex's work has been featured in the best-selling book '*The Whuffie Factor*' by Tara Hunt, and he was recently profiled in the critically acclaimed book '*Insites*' by Keir Whitaker and Elliot Jay Stocks. He is also the creator and host of *Attaché*, a new kind of travel show. He's also spoken at private events for organizations such as Cisco, Infosys, Deloitte, Procter & Gamble, O2 and the BBC.

#### LANGUAGES:

He presents in English.

#### WHAT HE OFFERS YOU:

Alex advises start-ups on strategy and business plans and is a popular and energetic speaker on brand and social media. As well as assessing with the power (and weaknesses) of brands online, he explores how a brand evolves, what makes anyone loyal to it and how to keep customers in an age of peer-to-peer power and media saturation.

#### HOW HE PRESENTS:

Alex is a passionate, energetic and knowledgeable speaker who can engage any size audience in any industry.