



Alex Hunter

Former head of online marketing for Virgin Group

Former Virgin Group marketing executive who helped the corporation's launch in the US become a massive success through innovative online strategies. Hailed as one of the "biggest names in the web community". Exceptionally qualified to speak on building brands through online experience.

Alex's biography

Alex Hunter's Background

Alex Hunter is a branding and [customer experience](#) expert, keynote [speaker](#), and angel investor. He is also the creator and host of Attaché, an award-winning online travel show, aimed at showing frequent travellers all they need to know before visiting a city on company [business](#).

Previously, Alex served as the global Head of Online for the Virgin Group, overseeing the Virgin brand's global digital strategy in its entirety, as well as Sir Richard Branson's personal digital strategy.

Before joining the Virgin Group, Alex was part of the founding team of award-winning US airline Virgin America. His work at Virgin America was covered by Time magazine, CNN, and CNBC, and received several accolades including ad:tech and Webby Award honors.

Alex most recently served as the Chief Executive of a venture-backed digital music company, with investment from the backers of Twitter, Tumblr, Medium, and Kickstarter. He steered the company through a successful international mergers and acquisitions deal, and significant multi-national growth in under a year.

He has been a mentor at the SeedCamp venture capital and angel funding events in London and South Africa, and served on the Board of Trustees for the UK non-profit Drinkaware for over 5 years.

Alex is a highly regarded public speaker, appearing all over the world at major industry events such as ad:tech, Future of Web Apps (London, Las Vegas, Dublin, and Miami) and Thinking Digital. Other clients include Twitter, Volkswagen, L'oreal, IKEA, Cisco, Deloitte, Procter & Gamble, O2, CapitalOne and the BBC.

Speakers Associates Ltd | +44 (0)1628 636600 | info@speakersassociates.com |
www.speakersassociates.com