

# Alex Hunter

**Former Global Head of Digital, Virgin Group**

*"A leading voice on keeping brands human in the age of AI"*

Alex Hunter is a globally recognised customer experience, branding and loyalty expert, consultant and keynote speaker, and the former Global Head of Digital for the Virgin Group. In this role, he oversaw the Virgin brand's global digital strategy as well as Sir Richard Branson's personal digital presence.

## TOPICS:

- The Art & Science of WOW - How Great Brands Create Customer Experiences People Talk About
- Why Should I Love You?- Building Customer Loyalty that Lasts in a Connected World
- Human at Scale - Using AI to Create Better Customer Experiences without Losing the Human Touch
- The Virgin America Story - How Great Brands Create Customer Experiences People Talk About

## LANGUAGES:

He presents in English.

## IN DETAIL:

Alex has spent his career at the intersection of brands, technology and customer behaviour. Before Virgin Group, he was part of the founding team of Virgin America, where he worked on the launch and marketing of the award-winning airline. His work attracted international attention from Time, CNN and CNBC and received recognition including Webby and ad honours. Alex has since advised and worked with organisations across sectors and around the world, including Coca-Cola, Porsche, Volkswagen, IKEA, Cisco, Deloitte, Procter & Gamble, Microsoft, McDonald's and Adobe. More recently, his work has focused heavily on the intersection of customer experience, branding and technology, including how organisations can harness AI while preserving the human connection that makes great customer experiences possible.

## WHAT HE OFFERS YOU:

Alex offers keynote presentations, fireside chats, Q&A sessions and tailored leadership engagements focused on customer experience, customer loyalty, branding and the human side of AI. Drawing on his experience, he helps organisations identify the moments that can transform ordinary customer interactions into memorable experiences.

## HOW HE PRESENTS:

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