

Alex Partridge

Social Media Entrepreneur

"No. 1 Media & Entertainment Creator"

Alex Partridge is recognised as one of the social media's most influential pioneers. Best known as the founder of UNILAD and Lad Bible, Alex created two of the most popular social media platforms, reaching over a billion people worldwide. Named the No. 1 Media & Entertainment Creator globally, Alex also uses his platform to spotlight critical issues. As someone diagnosed with ADHD, he is a sought-after diversity and inclusion speaker, sharing valuable insights on neurodivergence.

TOPICS:

- Social Media
- Digital Innovation
- Entrepreneurship
- Neurodiversity
- Inclusion

LANGUAGES:

He presents in English.

IN DETAIL:

After several years at the helm, Alex stepped away from UNILAD in 2013 and Lad Bible in 2018. In 2016, he joined Social Chain—Steven Bartlett's renowned marketing firm—as Head of Facebook, where he honed his expertise in social media analytics, brand performance, and video production. He later worked as Social Media Manager at The Hook Group, leveraging his deep understanding of managing large-scale social media operations. Alex was recently diagnosed with ADHD and Alexithymia, which he now openly discusses to advocate for greater awareness and inclusion.

WHAT HE OFFERS YOU:

Alex offers powerful and relatable insights into the digital generation's most pressing challenges, including mental health, addiction, recovery, and social media identity. Drawing from his personal journey and later stepping away to prioritise wellbeing, Alex speaks authentically about the cost of online fame and the value of inner resilience.

HOW HE PRESENTS:

Alex's use of real-life examples, emotionally resonant storytelling, and data-backed insights create an experience that is thought-provoking, emotionally impactful, and ultimately empowering. He blends lived experience with media expertise, making his sessions feel more like meaningful conversations than formal lectures.