

## Alex Hunter

Customer Experience Expert & Former Global Head of Digital for the Virgin Group

Alex Hunter is sought after by many of the world's biggest organizations to help them bring "WOW" to their customer experience and branding. Past clients include Volkswagen, Twitter, L'Oreal, Pepsi, GE, Adobe, Shell, Salesforce, Facebook, GSK, and IKEA.

In his speeches and workshops, Hunter addresses the art and science required to create a long-lasting bond with customers. By showing the human side of brands, exploring the psychology of brand loyalty, and revealing some of the best tactics for keeping customers happy, Hunter inspires audiences all over the world with his high-energy sessions.

Previously, Hunter served as the global Head of Digital for the Virgin Group, curating the entire Virgin brand's global digital strategy, as well as Sir Richard Branson's personal digital strategy. Before joining the Virgin Group, Hunter was part of the founding team of award-winning US airline Virgin America.

Hunter served on the Board of Trustees for the UK non-profit Drinkaware. He has also served as an advisor to the Prince of Wales' Rainforest Trust specifically around the use of social media and engagement to propagate the Trusts' message.

Hunter currently splits his time between London and Northern California.

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