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# ALEX BALFOUR

LONDON  
SPEAKER  
BUREAU

- Head of Digital Media 2012 Olympic Games



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Alex Balfour is Chief Digital Officer of the Engine Group, the UK's largest independent marketing communications group comprising 15 agencies and operating across 3 continents.

Previously Alex was appointed Head of New Media for the London Organising Committee of the Olympic and Paralympic Games (LOCOG) in 2006. At LOCOG he built a team from scratch that delivered 77 digital channels including london2012.com, two mobile apps, websites for ticketing, volunteering, education, on-line shop, and over 100 social media presences to a worldwide audience of over 150 million during the Games. During the Olympic and Paralympic Games London 2012 channels recorded 431 million visits, 112 million unique users, 15 million app downloads, and attracted 4.7 million social followers.

## Topics

- Leadership
- Marketing
- Media
- Olympics
- Social Media
- Sports
- Strategy
- Teamwork
- Technology

Alex's long and distinguished career in digital media began in 1994. Since then he has edited GE'97, the UK's first General Election Website, made the first consumer Internet call to a traditional telephone and developed the first on-line government consultation. He went on to become part of the team that produced the UK's Guardian Newspaper's first significant websites.

Previously Alex conceived and delivered the world's first international 2020 cricket tournament which was televised to 200 million viewers in 20 countries. In parallel he was a founder of CricInfo, in its day the world's largest single-sport website with an audience of 20m fans as early as 2000, and became Chairman when the business was sold to ESPN in 2005.

Alex is also a member of the UK Government's Digital Advisory Board, and a director of a number of businesses in the financial sector including The Pensions Advisory Service, Credec and Datatracks(UK).