

## About Alex



Alex Flagg is a seasoned marketing executive with 20 years driving content marketing, social media, research and advertising programs for top companies including HP, AT&T, Microsoft and Procter and Gamble. Alex currently leads HP's Enterprise Market Insight team's research coverage for the Persona, Cloud Computing, and Converged Infrastructure businesses. Alex's team's charter is provide all of HP's Enterprise businesses with critical market trend analysis, market segmentation, and social media listening.

Prior to his current role, Alex successfully built and led social media and content marketing Center of Excellence for HP's enterprise organization, where he managed a high-performance team focused on Social Media listening, blogging, editorial, content creation, metrics/analytics.

Alex started at HP producing Change Artists, a thought leadership content marketing program featuring CEOs and CIOs featuring Fortune 500 companies including Johnson & Johnson, Nestlé, and FedEx which drove \$26 million in sales leads.

Alex is originally from New York City where he started his career in advertising agencies. He placed one of the first online banner ads for AT&T and managed the largest online campaigns for Microsoft.

Alex earned his BA in Italian from Vassar College and his MBA from Santa Clara University.