



## Alex Mahon

CEO of Channel 4

*"Alex Mahon is steering Channel 4 into the Digital Age"*

Alex Mahon is the Chief Executive of British public-service television broadcaster Channel 4 and is the first woman to lead a major UK broadcaster who has transformed the organisation into a digital-first public media powerhouse. Her leadership emphasises diversity, creativity, and equitable representation while maintaining the network's tradition of provocative, impactful content.

### TOPICS:

- Digital Transformation in Media
- AI and Media: Friend or Foe?
- Diversity and Inclusion: More Than a Buzzword
- Media's Role in Shaping Modern Society
- Leadership and Innovation
- Change Management

### LANGUAGES:

She presents in English.

### PUBLICATIONS:

**2022** The Bigger Picture

**2014** Finding My Feet: Claire Lomas

### IN DETAIL:

With a career spanning roles as a scientist, TV producer, and CEO of Shine Group and Foundry, Alex blends business acumen with creative innovation. At Channel 4, she has navigated challenges like audience shifts, technological integration, and government scrutiny, all while championing regional growth and workforce diversity through initiatives like 4Skills. Alex is a vocal advocate for fostering open workplace cultures, addressing topics like menopause and fertility support, and adapting to Gen Z audiences in a digital-first era. A prominent industry figure, she has chaired the Royal Television Society Awards, served on the UK Government Creative Industries Council, and earned accolades such as Variety's International Achievement in Television Award.

### WHAT SHE OFFERS YOU:

Alex offers insights from her leadership at Channel 4 and a career in media and tech. She shares practical advice on driving innovation, managing change, and fostering creativity, along with tips for building diverse, inclusive teams.

### HOW SHE PRESENTS:

Alex presents with clarity, warmth, and an engaging style that resonates with audiences. She combines real-world experiences with practical advice, using relatable examples and insights from her leadership journey.