



Alex Wright

Head of Insight

Alex is Head of Insight at Blis, tasked with interpreting our unique data-set and applying it to help address client challenges.

Having spent more than a decade working in research and insight roles across a diverse range of media agencies, owners, and publishers, Alex uses this perspective to understand the role mobile location data can play in marketing communications and media planning.

Analytics and philosophy are the principle disciplines that underpin his work, ensuring that data is always viewed through a human lens, so that objectively observed patterns can be applied to real-world behaviour.

He has little interest in vanity puff-piece research projects and believes that insight is nothing without implication.

Outside work, Alex enjoys sport and music, though is a better spectator than participant in both.