Alex Steer

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PROFILE

I design data and AI systems that help some of the world's leading brands understand customers better, and develop products, services and communications that people want. These systems improve the experiences that people have of brands, leading to more demand and more growth. My background is in strategy, data, analytics and technology, and my experience covers brand-owned and agency-owned data solutions. I currently lead the development of WPP's global data solution, Open Intelligence.

EMPLOYMENT

2026-present: **Chief Data Officer, WPP Data & Technology Solutions.**

I lead WPP's data solution, Open Intelligence, as part of its data and technology solutions division.

2024-26: **Chief Data Officer, WPP Media.**

I developed WPP Media's data strategy, including the consolidation, re-development and acquisition of its data and technology assets to improve the division's capability and competitive positioning; and designed data and analytics solutions for global clients.

2020-24: **Chief Data Officer, VML (formerly Wunderman Thompson).**

I led a global practice of over 1,000 data specialists delivering client-owned marketing data solutions for branding, creative, production, customer experience, commerce, CRM and loyalty; and led data strategy for our largest global clients and prospects.

2018-20: **Chief Product Officer (UK), Wavemaker, London.**

I ran the digital media, insight and advanced analytics practices for Wavemaker UK, led data strategy for major UK and global clients, and was global product owner for the agency's media planning and activation tools.

2015-2017: **Head of Data and Technology; Chief Strategy Officer (UK), Maxus, London.**

I ran the agency's marketing effectiveness practice, broadened this out into a wider data and technology offer, and led data and advanced analytics on key UK clients; then oversaw its media strategy, planning and data capabilities.

2011-15: **Strategy Director; Head of Product and Analytics, Fabric Worldwide, London.**

Fabric was a data-driven marketing startup incubated in the WPP Digital portfolio. I led digital strategy and measurement on our key accounts, then ran our product and analytics division building client-side marketing data management platforms for top-tier WPP clients.

2010-11: **Strategy Consultant, Kantar, New York.**

Research-based marketing strategy and innovation consulting, with a specific focus on emerging digital and social media, technology and data.

2009-10: **Strategic Planner, Ogilvy, Cape Town.**

Account planning across integrated advertising, PR and digital accounts; developing brand positionings, portfolio strategies and communications plans; monitoring and advising on market and consumer trends.

2009-12: **Marketing Fellow, WPP.**

WPP's global leadership development programme, consisting of three year-long rotations in WPP group companies across different disciplines and markets (Ogilvy, Kantar, Fabric, above).

2008-09: **Tutor in English Language and Linguistics, The Open University, London.**

Taught the history, use and theory of the English language to undergraduate students (part-time).

2008-09: **Analyst, New Philanthropy Capital, London.**

Advised donors, funders and charities on how to achieve and demonstrate greater social impact from their activities; planned and wrote reports on charities' work in the education and young people's sector; analysed charities' activities, results and finances and recommended funding priorities.

2006-08: **Tutor in English Language and Literature, Oxford University.**

Taught English language and medieval/early modern literature papers to Oxford University undergraduates as an external tutor at Mansfield, Regents Park, St Edmund Hall and Worcester Colleges.

2006-08: **Assistant Editor, Oxford English Dictionary, Oxford University Press.**

Researched the history and development of the English language; wrote and edited dictionary entries; trained editors and researchers on research methods and new technologies; advised on specialist areas of lexicography and historical bibliography (especially early English).

EDUCATION

Said Business School, Oxford University (2021-22).

2022: **PG.Dip. Artificial Intelligence for Business.** Postgraduate degree, funded by WPP, part-time study. Final dissertation on development of an AI proof-of-concept to reverse information asymmetry in online ad auctions.

Girton College, Cambridge University (2001-05).

2005: **M.Phil. Medieval and Renaissance Literature.** Arts and Humanities Research Council award, 2004-5.
2004: **B.A. (Hons.) English, double 1st class.** M.A. degree awarded March 2008. Graduate Scholarship, 2004-05; Davies Scholarship, 2004; Russell Scholarship, 2003.