

ALEC BRAUN

Founder & creative leader in global events & brand experiences

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SUMMARY

I pilot the delivery of flawless international events at the intersection of live experience and generative intelligence. As a founder and Executive Creative Director, I elevate traditional production processes through strategic ideation to engineer high-stakes, multi-sensory experiential campaigns for global tech & FMCG mega brands across both enterprise and editorial productions.

I am seeking to bring my unique combination of global strategic thinking, accurate annual planning, brave creative direction, technical fluency, production detail, revenue impact and business leadership to an AI-first organisation and help elevate their product roadmap into a cadence of culturally potent IRL moments.

CAREER CHAPTERS

2017 – present – muster.co.uk (part of T&P and WPP)

Co-Founder and Executive Creative Director

Projects delivered for:

Argos, British Gas, Cavotec, Coinbase, EasyJet, Google, Lexus, Meta, Unilever

Headlines:

Built the agency from scratch, championed AI, acquired by WPP in 2024.

2012 – 2017 – Slice (previously part of the Engine Group now House 337)

Creative Director & Group Partner

Projects delivered for:

Birds Eye, Bupa, Coca-Cola, Huawei, News UK, Santander, Twitter, YouTube

Headlines:

Rebranded & rebuilt, delivered record profitability, mastered the full marketing mix.

2004 – 2012 – Jack Morton Worldwide (previously part of IPG now ImpactXM)

VP and Associate Creative Director

Projects delivered for:

Ericsson, Greater London Authority, Sony, Thomson Reuters, Vauxhall Motors

Headlines:

Trained in production, best-in-class delivery expert, evolved into a senior creative leader.

TOP 10 EVENTS

1. Enterprise: Google Executive Summit, Soho Farmhouse, 2025
2. Enterprise: Accenture, Diamond Leaders Summit, Boston, 2020
3. Enterprise: Meta iD8 Developer Conference, Berlin and Nairobi, 2019

4. Enterprise: Twitter Power of Now, Cannes Lions Festival, 2016
5. Editorial: Instagram #ExpressYourself CEO Tour, 2021
6. Editorial: Dove, House Of Fresh at the World Cup, NYC & Miami, 2026
7. Consumer: YouTube Copalab, London, 2020
8. Consumer: Microsoft Slide, London, 2015
9. Content: Facebook Community Summit, Global, 2022
10. Content: Lexus Perfect Serve Food Truck Tour, Croatia, 2024

SKILLS

Vision: Confident leader in unlocking the impossible within fast-paced, growth focused environments and assembling cross department teams to eclipse KPI's.

People: Transformative leadership style - from managing multiple senior stakeholders across verticals to ensuring seamless communication among teams, peers and suppliers.

Direction: Managerial leadership throughout complex overlapping projects - integrating strategic thinking, creative ideation & industry leading production expertise across B2B, B2E & B2C multi-market events.

Delivery: Ultimate accountability in balancing brand and creative integrity, timelines and complex budget management to ensure long-term value and competitive ROI.

Intelligence: Marshalling teams on AI tools across WPP's Open, Gemini & Claude to create compelling experience ideas through LLM storytelling, scaled image generation and dynamic video & voice deliverables.

EDUCATION

- CELTA qualified English language teacher, 2004
- Reading University: 2:1 BA(Hons) Philosophy, 2003
- Kingston Grammar School, Boat Club Captain, 3 x A-Levels, 10 x GCSE's, 1993 - 2000

SIDE HUSTLES

- Developed the Kingston Grammar School Accelerator Programme to inspire 6th form students at my old school on exploring less traditional careers - [#KGSAccelerator](#)
- I love reading bleak dystopian fiction. For every book I finish I create an AI portrait and title each of them with a quote - [Play My AI Quiz](#)

AWARDS

Over the last 20+ years my live event work has won international recognition from Best Brand Experience at the Marketing Week Engage Awards to Best Stand at CES in Asia.

I've also been a judge at the Campaign Experience Awards.

REFERENCES

Available on request.

For a full portfolio of my projects and approach visit alecbraun.co.uk