

**AlexSandra Wright**  
**Branded Entertainment Executive**  
**Chief Executive Mom**  
**MotivatingOtherMothers.com**

Trailblazing, innovative, and resilient are three words used to describe AlexSandra Wright.

Ms. Wright was born in Montreal, Quebec and raised in Canada. Her parents, both physicians instilled the work ethic and drive that she and her two brothers possess. Alex's family is a family of super achievers, including a brother who is a Neurologist out of Harvard and another brother who is alum of Columbia Law School. The Wright family moved to Seattle, Washington where Ms. Wright attended High school and subsequently the University of Washington.

After starring in a Saturday morning T.V. show in Seattle called "Flash," Alex set her sights on the world of entertainment. She attended Minneapolis Children's Theatre during the summers and studied acting with Karen and Stanley Kramer while at home, which included studying with Dom DeLuise. During the latter years of high school, Alex packed figure skating and cheerleading into a hectic schedule of school studies, performing at the Seattle Repertory Theatre six days a week, and continued her dance training.

After graduating high school and as she started her collegiate career, Alex became an NFL Cheerleader for the Seattle Seahawks, and was a dancer on local tours with many of the hottest musical artists of the day including; L.L. Cool J, and Rob Base to name a few.

Once finished at U.W., Ms. Wright relocated to Southern California and very quickly found her stride in the entertainment industry in front of the camera and behind. She graduated from Second City and remains extremely proud Alum, supporting and participating whenever she can. Alex went on to book several shows including but not limited to; "JAG", "Scrubs", "Dangerous Minds" and "Days of Our Lives" as well as John Singleton's film "Baby Boy". Subsequently AlexSandra became a cast member of the David E. Kelley project titled "Girl's Club." Mr. Kelley's "Girls Club," was eclipsed by an upcoming show called "American Idol" and after eight episodes the show was unceremoniously cancelled. That was her turning point.

Her marketing in entertainment career was born the day she took her first job as Fab Five Freddy's assistant on a Dana Dane video. She soon became Dana's manager and began working with Madonna and Freddy Demann at Maverick Records, the label that Dana Dane had inked his come back efforts. Mr. Demann saw something special in her and took her under his protective wing to personally teach her about the business. While at the time she did not realize it, her career in Strategic Marketing and Branded Entertainment was born. Even at that early point, Alex understood what building a brand meant and starting creating and brokering innovative strategic partnerships with many different artists, corporations, and top-level executives in every field.

Over the next 15 years, Ms. Wright honed her skills and carved her own niche in what was rapidly becoming an antiquated system of marketing tactics. As time went on, she worked

more and more celebrities and corporations to extend their brand visibility, increase revenue streams, reinvigorate careers, and set new standards for the industry. Ms. Wright had great relationships with many people, but while working with Eddie Van Halen and his Frankenstrat guitars, logo, Van Halen's unpublished library of music, and the EVH brand, she was recruited by Microsoft to create inroads and open dialog between the technology and entertainment worlds making both cool, current and connected. She moved back to Seattle to work on Microsoft's Entertainment and Lifestyle Marketing team and quickly found success she had not even imagined. Her first week back in Seattle, she was given the privilege of handling Bill Gates' PR for the launch of Zune as well as all PR and strategy for Corporate Vice President, J. Allard. Three months into her tenure at Microsoft, she was selected to deliver a series of Key Note speeches with Steve Ballmer relating to entertainment and technology, something that had never been done before. The Key Note speeches received great reviews and her career skyrocketed. She built many new inroads and programs while at MS including a Legends Program, working with Stevie Wonder, Aretha Franklin and Eddie Van Halen as well as many others. She was also called to pitch in on Microsoft's entire entertainment and corporate initiatives and be part of their over-all entertainment/technology efforts to help redefine MS as a "Lifestyle Brand," and soon had a strong hold of Microsoft's Entertainment and Technology programs leaving her indelible mark. She considers herself bi-lingual, translating from one entity to another, Entertainment to Corporate and vice versa.

Via the massive amount of coverage and visibility from her efforts at Microsoft, Ms. Wright began getting offers from many companies, corporations, and personalities to brand, rebrand, and build strategic brand alliances and partnerships. She took a leap of faith and left Microsoft and ventured out on her own, as a Strategic Marketing, and Branded Entertainment Expert. She immediately landed a contract with Nokia's International team. She went on to head many national and international teams with their initiatives and brand integration. As an International Consultant for corporations including, Nokia, Dell, General Foods, Target, Best Buy, Pepsi, X Games, Nike, Reebok, Sega, Activision, Altech, Converse and many more her visibility and demand grew. Her celebrity and Executive clientele expanded exponentially as well with a highlight of putting Stevie Wonder with The Dalai Lama for The Dalai Lama's movement called "The Missing Peace." Ms. Wright has been a part of the Branded Entertainment arm of ICM, pitching in with other agencies and their branding teams including CAA and William Morris. While at ICM, the Branded Entertainment Department, responsible for the entire agency client roster, inked strategic partnerships for Ellen Degeneres, Chris Brown, Kate Walsh and Chris Rock and deals for many others that that were previously not thought possible nor thought of at all. From Paul Allen to Simon Cowell and X Factor's integrated branding strategy, Ms. Wright adds her sparkle, innovation, passion, resources, thorough understanding of her discipline, and a tiny bit of her magic to each project she lends her talents to and has enjoyed unparalleled success in the Corporate and Entertainment worlds.

