

LIFE IN POLE POSITION





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Fueling his passion for motorsport and travel, Alex founded the blog 'Life in Pole Position', documenting his experiences within the motorsport industry and providing unique insight into how each series works from within the pit lane. Going hand-in-hand with travel, Alex combines the pair through his use of the latest social media technologies, which has led to work with automotive brands.

FOLLOW THE
TREND OR **MAKE**
A NEW ONE



PREVIOUS EXPERIENCE

Alex has worked for a multitude of brands, providing consultancy on both B2B and B2C projects. With a drive for creating truly unique offerings for his clients and a deep passion for all things automotive, Alex has helped put his clients in the driving seat for years.

A NEW ERA

Now as a social influencer with a following of over 10,000 on Instagram (@alex.wood) Alex utilises his skills to provide automotive brands the ability to showcase their products to a relatively underdeveloped market. With motorsport's appeal through sponsorship, Alex is also branching into lifestyle and menswear to provide a truly unique proposition for brands.





Working as Dunlop's social media manager for three years, Alex propelled the tyre manufacturer on social media through innovative campaigns, resulting in the brand being named 'Best UK Tyre Brand on Social Media' in 2016



CAPTURING BRANDS IN THE GLAMOUR OF MOTORSPORT



With its increasing interest in motorsport and innovative technology, Jaguar approached Alex to collaborate, as well as providing ideas on how it could utilise social media as part of its Formula E campaign



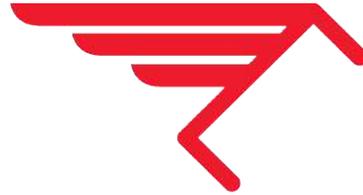


LEADING THE WAY THROUGH TECHNOLOGY

Alex understands the importance trending technology plays on social media, and his ability to utilise the latest equipment has lead to collaborations with Paul Di Resta (Ex F1 Driver) and Mahindra Racing in Formula E.

CAPTURING UNIQUE MOMENTS

Aside from winning awards, Alex's notable achievement was fitting a 360-degree camera to a BTCC car during a live race weekend, over 12 months before F1 were able to achieve the same, demonstrating how his trend-setting solutions put brands at the cutting edge of social media, driving results each time.



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THANK YOU FOR YOUR TIME

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