

ALUMNI – Alex Brown

After leaving Kenilworth School back in 2002 and enjoying his time at university, Alex has chosen to move away, not only from Kenilworth but from England itself. Here he is in his own words:

I now live in Abu Dhabi, capital of the United Arab Emirates with my wife, Nicola, and our two dogs, Ollie (the Pekingese) and Nahla (the Husky). Nicola and I were married in 2015.

I moved out here in the summer of 2008, to take up a role with Mubadala Development Company - a Government-owned US \$45 billion global investment and development company - and ultimately became Chief of Staff within their Communications & Marketing Department, reporting to their CEO, His Excellency Khaldoon Al Mubarak (more on him later!). During my 4 years with Mubadala, I led a number of high profile projects, which included: defining the company's corporate narrative, publishing its inaugural annual report, producing an award winning documentary, and developing a US \$8 million international awareness campaign that aired on CNN.

In January 2012, a colleague and I acquired a branding, advertising and marketing consultancy - All About Brands - and I have served as CEO of the company since April 2012. During the last four years, we have:

- Created the brand of Abu Dhabi and led a destination marketing campaign
- Created a brand for Yas Marina Circuit, home to Abu Dhabi's Formula 1 race
- Created the official Abu Dhabi Government crest
- Created a brand for the UAE Space Agency

Most recently - and arguably most excitingly! - we were responsible for the evolution of the Manchester City club crest/badge, which will appear on the team's kit from Summer 2016. The Chairman of Manchester City is my old boss, Khaldoon, which has led to us working on a number of projects for them in Manchester, New York and Melbourne. Even Noel Gallagher likes the crest ("That's proper, that") - true praise from a Manc...so I'm told!

I am loving my life out here with all the opportunities that it has brought me and my family. I do pop back to Kenilworth to catch up with my parents and my brother from time to time.

