







[Connect](#)

[Message](#)

[More...](#)

Dr Alex Connock 

Fellow at **Oxford University**, Saïd Business School.
United Kingdom · 500+ connections · [Contact info](#)

 Saïd Business School,
University of Oxford

 The University of Salford

About

Digital media academic/executive. Oxford University and National Film & TV School. Non-exec at Unicef UK, Halle Orchestra. Agency Missile Digital Studios. Entrepreneur in residence at INSEAD. Six times shortlisted Entrepreneur of the Year.

Activity

6,599 followers



#AI startups are creating imaginary humans so that dating sites and other...
Dr Alex shared this



Interesting and timely piece (see the news) on negotiation from Oxford...
Dr Alex shared this



I love that the story all revolves around
Dr Alex commented



No 10 Downing Street recruiting
Dr Alex shared this
3 Reactions

[See all](#)

Experience

Saïd Business School, University of Oxford
1 yr 8 mos



Fellow in Management Practice
May 2019 – Present · 9 mos
Oxford, United Kingdom

Lecture Marketing at MBA level, and tutor Marketing (Economics & Management course) at BA level. Teach MBA elective on 'Business of Arts, Culture and Entertainment'. Also some Exec MBA and Exec Education courses on digital media/marketing. Classical music study and other new research projects.

Senior Tutor

National Film & Television School

Jan 2018 – Present · 2 yrs 1 mo

Beaconsfield

Teach the Master's degree in Creative Business for Entrepreneurs and Executives, covering the arts, media and entertainment sectors in the UK and US.

Founder / CEO

Missile Digital Studios

Jul 2017 – Present · 2 yrs 7 mos

Manchester, United Kingdom

Digital content agency working on projects in UK and US, ecommerce, commercials, podcasts.

Director

Unicef UK

Jun 2017 – Present · 2 yrs 8 mos

London, United Kingdom

Member of the 9-strong board of trustees. Role as the board member focussed on content, marketing and Soccer Aid, alongside overall governance.

Director

Hallé Concerts Society

May 2018 – Present · 1 yr 9 mos

Board trustee for Manchester's Hallé Orchestra, particularly interest in content/marketing.

Entrepreneur In Residence

INSEAD

Apr 2009 – Present · 10 yrs 10 mos

Fontainebleau

Looking at/judging entrepreneurial projects with each generation of students at one of Europe's top business schools for past ten years.

Leader in Residence

University of Central Lancashire

Sep 2018 – Present · 1 yr 5 mos

Working with the faculty of Culture and the Creative Industries as an external industry colleague

Visiting Professor

The University of Salford

Sep 2015 – Present · 4 yrs 5 mos

Salford

Visiting professor in business faculty. In Media and Arts faculty developed courses for new digital economy - eg. video production and digital marketing BA & MA.

Managing Director

Endemol Shine North

Apr 2012 – Jul 2017 · 5 yrs 4 mos

Manchester & London

Led team which grew one of North's largest factual TV companies. Idris Elba co-productions. Included a period subcontracted as Head of Video at The LADBible.



at Oxford University, Saïd Business School.
Founded indie Ten Alps (now Zinc) with Bob Geldof. Digital channel Teachers TV. Six times shortlisted Entrepreneur of the Year.

Managing Director / Head of Development

Planet 24
Jul 1993 – Apr 1998 · 4 yrs 10 mos
London, United Kingdom
TV, Radio and branded production. Roles held: Managing Director of Planet 24 Radio, and Head of Development in TV.

Assistant Producer

BBC
Apr 1992 – Aug 1992 · 5 mos
UK



Producer
Planet 24
Aug 1991 – Apr 1992 · 9 mos
London



Researcher & Assistant Producer
BBC
Aug 1990 – Aug 1991 · 1 yr 1 mo
Manchester & London



Writer
PEOPLE Magazine | PEOPLE.com
Jan 1990 – Jul 1990 · 7 mos
New York



Researcher
ITV
Sep 1988 – Dec 1989 · 1 yr 4 mos
London

Show fewer experiences ^

Education



The University of Salford
Doctor of Philosophy - PhD, E-commerce video
2017 – 2018

PhD by publication at the School of Arts & Media titled 'Optimising video for e-commerce'.
Awarded September 2018



The Manchester Metropolitan University
Professor of Digital Enterprise
2014 – 2015
Digital video and innovation - helping launch university's Digital Innovation centre



Alliance Manchester Business School

aren't getting through to one of your email addresses. Please [update or confirm](#) your email. [More info](#)

**University of Sunderland**

Visiting Professor, E-commerce video
2012 – 2018

Appointed to 2021

**University of Oxford**

Visiting Fellow, Reuter's Institute for Journalism
2011 – 2013

Published digital video/TV study 'Ask the Audience', IPSOS Mori research US/UK/Hong Kong.

**INSEAD**

MBA, Business
1992 – 1993

Activities and Societies: Focussed on media business

**Columbia University - Graduate School of Journalism**

Ms J, Journalism
1987 – 1988

Activities and Societies: Specialised in Photojournalism Pictures here:
<https://www.flickr.com/photos/alexconnock/sets/72157622945446115/>

**University of Oxford**

BA, Politics and Economics
1984 – 1987

Activities and Societies: Editor of Isis, the Oxford University Magazine Won Guardian/NUS Award for best magazine

**The Manchester Metropolitan University**

Creative Director - Digital Innovation
2011 – 2014

Working to conceive and build digital innovation centre

**The University of Salford**

Visiting Professor of Media Business
2010 – 2011

Lectures on TV and digital content production

**The Manchester Metropolitan University**

Governor
2009 – 2011

**The Manchester Metropolitan University**

Visiting Professor Digital Innovation
2015 – 2018

[Show fewer education](#) ^



Fellow at Oxford University, Said Business School.

Broadcast · 88

Endorsed by Wayne Davison, who is highly skilled at this

Digital Media · 85

Endorsed by Simon Alexander and 10 others who are highly skilled at this

Endorsed by 2 of Dr Alex's colleagues at Missile Digital Studios

Show more ▾

Recommendations

Received (0) Given (5)

Rajan Datar

Broadcaster/ Features
Writer/Moderator

November 27, 2018, Rajan worked with Dr Alex in the same group

Rajan is both very clever, very versatile and very nice, and you can't beat that combination

Bharti Bhikha

Managing Director at Zinc
Communicate.
Communication experts and film makers with a vision to drive change.

February 28, 2018, Dr Alex managed Bharti directly

Bharti is super talented and a great manager, plus she has a real understanding of the CSR and digital content spaces.

Show more ▾



Messaging

