



MENU

[Home](#) [News](#) [Research](#) [Fellowships](#) [Leadership](#) [Events](#) [About us](#)

Alex Connock

DIGITAL MEDIA EXECUTIVE AND ACADEMIC

Alex Connock is a TV and digital content executive at the global TV production company [Shine](#), where he is Director of New Business in the UK, and Managing Director of production companies Shine ON and Shine North.

Previously he founded and ran factual producer [Ten Alps](#) over a decade, from unfunded startup TV in London in 1998 to significant UK producer of factual TV. During that period, agenda-setting TV journalism was produced for clients including BBC1,2,3,4, Channel 4, ITV, SKY, Channel 5, Discovery and many other broadcasters.

Alex was six times shortlisted as entrepreneur of the year. Alex has degrees from St John's College, Oxford (in PPE), Columbia University Graduate School of Journalism (New York) and business school INSEAD, where he is currently an Entrepreneur in Residence.

He is a Visiting Fellow at Manchester Business School, Visiting Professor at Manchester Metropolitan University and Creative Director of Digital Innovation at MMU.

He's also Chairman of the Royal Television Society in the North West. He is studying the editorial challenges around brand-funded content, in collaboration with Sian Kevill.





MENU

- Home
- News
- Research
- Fellowships
- Leadership
- Events
- About us

- Factsheets
- Working Papers
- Academic Articles
- Journalist Fellows' Papers
- Books
- Annual Reports



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Sian Kevill, Alex Connock

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MENU 

- [Home](#)
- [News](#)
- [Research](#)
- [Fellowships](#)
- [Leadership](#)
- [Events](#)
- [About us](#)

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