



# James Alexander

Co-Founder of Zopa and CEO of Green Thing



## CSA CELEBRITY SPEAKERS

James Alexander is a highly practical business creator and innovative strategist. He is a co-founder and Board Director of Zopa, the marketplace where people meet to lend and borrow money, which launched in 2005, and until 2007 he was UK CEO. He is also currently a Trustee and CEO of Green Thing, a public service that inspires people to lead a greener life.

**"Believe in yourself, trust offers of help from others and realise that even failure is not as bad as you might think it is!"**

### In detail

James holds an MBA from INSEAD and a 1st class honours degree from University College, London. Prior to Zopa, James was Strategy Director at Egg, a world leader in digital banking. He joined Egg to create new things - launching Egg's digital TV and mobile services and the UK's first and most successful account aggregation service. Before Egg, James worked at LEK Consulting, where he developed the business case for Smile, Co-operative Bank's Internet bank. On leaving Egg, James was a founder member of the team that identified the major consumer trend of the next 20 years - Freeforming. James is also an adviser to various .com companies.

### What he offers you

James Alexander offers fascinating insights from his vast business experience, having developed not just a profitable internet-based business, but also a new way of borrowing and lending money. He shows what can be done when you take customer insight really seriously, are very focused on a vision / strategy and approach everything with a "can do" attitude.

### How he presents

James Alexander's passionate, inspiring and exciting sessions are invaluable sources of actionable information - full of interesting case studies. He is thought provoking and highly creative.

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.