

Alec Howe

Founder, CEO and Creative Director at breakingtrends.com and the Global Formats Incubator

Alec Howe is founder and CEO of Breaking Trends™, the global business intelligence consultancy, that has worked extensively with senior leadership teams across a wide variety of brands and businesses including the BBC, BBC Worldwide, BMW, BT, Discovery Networks International, Harrods, IKEA, JWT, Sky, Levi's, Leo Burnett, McDonalds, Microsoft, Shell, Sky, Samsung, Thomson Reuters, Virgin Media, Virgin Management. Virgin Atlantic and Ofcom, the independent regulator and competition authority for the UK communications and media industries. Breaking Trends™ supports and inspires leadership teams in developing new strategies for growth acceleration and high value innovation by anticipating major trends and emerging behavioural shifts that are shaping the future of advanced consumer markets.

Alec is also CEO of the Global Formats Incubator a privately-owned start-up that is incubating broadcast and digital formats for mass audiences worldwide. Prior to launching Breaking Trends™, he was retained advisor to two Channel 4 CEOs and led a number of key assignments for the BBC's Strategy and Corporate affairs directorates.

He Lives in Limehouse, London, with his wife Vicki, daughter Lara and their cocker-poodle Lexi!