

Alex Gonzalez
Chief Innovation Officer
Metro Atlanta Chamber

Alex Gonzalez is an innovation, strategy, brand and culture curator, catalyst and storyteller. He has over 20 years of experience at several Fortune 500 and 1000 companies where he held a variety of senior executive roles. He is the chief innovation officer of the Metro Atlanta Chamber, where he leads the work to accelerate the region's innovation ecosystem and serve as an ambassador to metro Atlanta's innovation brand. Alex is founder, executive producer and host of the Disruptor Studio, a digital series that showcases inspirational leaders and innovators. He is also founder of Highwire Group, a collective of executives, entrepreneurs and thought-leaders that advise executives on being innovators and change-leaders. Alex is also an author and speaker on innovation and business culture and contributes to several blogs.

Alex has extensive corporate leadership experience. At Equifax he held the roles of chief innovation officer, president – North America Commercial Solution, and senior vice president of strategic marketing, where he built the growth and innovation strategy for the company. At GE, he held a variety of leadership roles including customer experience leader for GE Insurance Solutions, where he connected the brand promise, culture and results. Alex started his career in customer-centered roles at Chubb Insurance and received his degree in finance from the University of South Florida.

Alex is active in helping grow Atlanta. His current and past nonprofit board roles include the Metro Atlanta Chamber, Junior Achievement of Georgia, Georgia Soccer, the Atlanta Conventions and Visitors Bureau and Zoo Atlanta. He is also a member of the Georgia State University Marketing Roundtable and is on the Advisory Board of the American Marketing Association-Atlanta.