



Alex Willis

**Chief Executive Officer
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Alex Willis, founder and chief executive officer of Leadership Surge, is a dynamic speaker, motivator and innovator of corporate and frontline change management programming. He honed his unique perspective during his college and professional career in football at the University of Florida and with the Tampa Bay Buccaneers. Willis founded Leadership Surge based on the belief that a great culture is built to last when every member of the team embraces winning values, behaviors and practices. The comprehensive training programs available from Leadership Surge help develop leaders at all levels—from the front line to the board room. For the last 15 years, Willis has coached and supported companies and employees throughout the construction sector, including the trade industries, sub-contractors and Fortune 500 construction firms. He believes success occurs when the sector's greatest asset—people—are empowered to bring their full selves to each project and worksite. Willis has worked directly with more than 1,500 executives, foreman leaders and frontline team members, embedding the values of diversity and inclusion in every area of the leadership mindset, which results in improved communication, engagement, productivity, creativity and job satisfaction. His programs help leaders at every level with career imperatives such as stress management, critical thinking, performance coaching, work-life balance, time management and self-reliance. Willis pushes the boundaries with his training—first, grabbing attention through innovative edutainment experiences, then winning hearts and minds through his authentic approach and relevant, activity-based modules. He doesn't stop there: Willis has ensured that Leadership Surge programs also provide the tools and tactics that organizations need to self-sustain the breakthroughs experienced during his foundational training. He earned a master's degree in entertainment business from Full Sail University.