



Alexandra Tselios

TECH ENTREPRENEUR
COMMENTATOR
KEYNOTE SPEAKER
BOARD DIRECTOR
CEO AND FOUNDER,
THE BIG SMOKE

Biography

Alexandra Tselios is a commentator, writer, keynote speaker, board director and founder & CEO of international opinion platform, The Big Smoke.

As a popular keynote speaker and panellist she has regular appearances on ABC The Drum, ABC News 24 television weekend breakfast and Sky News Business, along with weekly radio segments across the country with ABC radio, Triple M, 2GB, 2UE, MixFM, 4CC, 4KQ.

Recognised as a successful Australian entrepreneur by Business Insider, Alexandra has written for and featured in a number of publications including the AFR, CEO Magazine, The Australian, Sydney Morning Herald, Mumbrella and AdNews.

Alexandra created digital opinion site The Big Smoke in 2013, an online platform for distinct Australian voices including Federal politicians, barristers, university students, bloggers and comedians. The site is intended to cut-through the noise and succinctly represent where Australians sit on a variety of issues, from dominating political headlines to debunking viral stories that have no substance.

Alexandra enjoys commentating on the latest technology, research and survey results along with trending topics of the day. Her commentary covers a broad range of topics including emerging technologies, the shift in societal and legal views towards robotics and artificial intelligence, domestic and foreign politics, the impact of social media on government, trends in audience media consumption and the opportunity for innovation in the new media landscape. She unpacks these issues in ways that make complex scenarios palatable as well as facetious and fun to discuss.

Alexandra leads the digital strategy as part of her two current Board roles with Israeli politics think tank, Plus61J, and Shalom Gamarada, which provides scholarships and funding for Indigenous law and medicine students. She recently spoke at Mumbrella's Publish Conference, Women in Tech Australia conference, 10,000 Women in Technology conference and has delivered numerous keynote speeches on being a woman in technology and entrepreneurship.



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Roger Pugh, native advertising director of The Big Smoke, and Alex Tselios, chief executive. "Alex and I have a very good working relationship," says Pugh. "We're opposites." Louise Kennerley

by Alex Tselios and Roger Pugh
Alex Tselios, 35, is the founder and chief executive of opinion website The Big Smoke. Former advertising executive Roger Pugh, 82, is the company's director of native advertising. Here, they tell us how they work as a successful team.

Mumbrella

OPINION

If publishers and CMOs can't work together, native advertising won't survive

For native advertising to work to its full potential, marketers and publishers need to start communicating more effectively, and stop just throwing money around. Otherwise, campaigns are doomed to become simply "more noise for people to ignore on the internet", argues Alexandra Tselios.

June 24, 2017 12:53
 by ALEXANDRA TSELIOS

One of the biggest complaints I hear from marketing directors when discussing native content is along the lines of "I had an article published on XYZ site and got nothing out of it".



AdNews

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Digital marketers: Are we worthy of being unblocked yet?

By Alexandra Tselios, founder of The Big Smoke | 19 June 2017 0 Comments

It has been a rough first quarter of the year for brands and agencies. If you aren't apologising for your product's involvement in a homophobic video or putting a Kardashian/Jenner into an advertisement that ends up belittling the current political US

CEC MAGAZINE

START-UPS & ENTREPRENEURS | 23 NOVEMBER 2016



Alexandra Tselios
 Alexandra Tselios is an entrepreneur and founder of digital opinion platform, The Big Smoke. She has a diverse background in corporate and creative fields.

Formal education is a no-brainer for entrepreneurs

They say an MBA is worth less than it was in the past. But entrepreneurs who avoid formal education are selling themselves short.



HUFFPOST

NEWS POLITICS ENTERTAINMENT SPORT

Alexandra Tselios
 Australian publisher and columnist, founder of The Big Smoke

Alexandra Tselios is an Australian Publisher and columnist. She is the Founder and CEO of The Big Smoke Australia and The Big Smoke USA. Alexandra is also a political and social commentator featured on commercial radio most days of the week.

lifehacker | AU allure Network

How I Succeeded: The Big Smoke's Alexandra Tselios

Chris Jager
 Dec 1, 2017, 3:00pm - Filed to: Australian Stories



How I Succeeded is a regular series on Lifehacker where we ask business leaders for the secrets and tactics behind their success. Today: The Big Smoke's Alexandra Tselios.

Current gig: CEO and Founder of The Big Smoke, television and radio commentator

Location: Sydney

Current mobile device: iPhone X

Current computer: MacBook Pro

One word that best describes how you work: Industrious

Whimn

with her in mind

Talk Look Strength Love Live

Live > Work

'I'm A CEO But Most People Can't Handle The Secret To My Success'

Kerry Warren | whimn

Alexandra Tselios has one simple, but tough, piece of advice.

CEO Alexandra Tselios often gets asked about the secret to her success, but most people don't like the answer - a 4.30am alarm.

Tselios - the Chief Executive of the opinion website *The Big Smoke* and of Tselios media-rises and shines well before the sun after anything from four to five-and-a-half hours of sleep.

Those are numbers that would make most people's eyes water, but Tselios simply doesn't need a lot of sleep.

BUSINESS INSIDER AUSTRALIA

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TECH INSIDER

My obsession with my startup is no different to parents obsessing over their kids

ALEXANDRA TSELIOS, CONTRIBUTOR
 JUN 13, 2017, 11:04 AM



NEOS KOΣMOΣ

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Social commentator Alexandra Tselios talks success with Neos Kosmos

The founder and CEO of leading opinion site The Big Smoke explains why she treats her company as a capital city of the 21st century

Speaking & Commentary



Alexandra Tselios travels from Sydney, Australia.

Contact

For speaking engagements, brand collaborations, media interviews and rate cards, please contact:

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