

Alexandra L. Warren Chinn

Brand & Marketing Leader · Strategy & Growth · Innovation & Category Building

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· London, UK

PROFESSIONAL SUMMARY

Brand and marketing leader with 15+ years building visibility and commercial traction for founder-led businesses. At Distill Ventures, helped grow a portfolio of 35+ brands with £320M+ invested while making DV one of the most recognised names in drinks innovation. Track record of building teams, campaigns, and creative platforms where brand strategy and business outcomes share the same conversation.

AREAS OF EXPERTISE

Brand Strategy & Positioning

Category Building (Non-Alc · New World Whiskey · Agave)

Growth Marketing

Content Strategy & Thought Leadership

Campaign Development

Performance Analytics (GA4)

CRM & Marketing Automation (HubSpot)

Rebranding & Visual Identity

Event & Experiential

M&A Announcement Comms

Founder & Investor Comms

Tier-1 Media Relations

EXPERIENCE

Communications & Marketing Director

Nov 2016 – Jul 2025

Distill Ventures Ltd · London, UK

Brand Manager (2016) 'Head of Brand Marketing (2018) 'Global Head of Marketing & Comms (2021) 'Director (2024)

Diageo-backed accelerator and investor in founder-led spirits brands. Led all marketing and comms across a 35+ brand portfolio.

- **£320M+** of portfolio investment supported by brand positioning, thought leadership, and founder-facing platforms built from the ground up.
- **3,000+ qualified global applications** generated via an inbound founder-acquisition funnel built on content, partnerships, events, and targeted outreach — GA4 tracking, HubSpot optimisation.
- **£650K annual budget managed** across media, events, content, and platform spend; attribution and performance reporting to partners on a rolling basis.
- **15K LinkedIn followers** grown from zero, alongside a transformational global rebrand — new visual identity, verbal identity, and digital ecosystem overhaul.
- Led M&A and announcement comms for Seedlip and Mr. Black acquisitions — market-making press kits, founder briefings, and post-deal narratives covered in tier-1 business press.
- Created specialised category platforms for Non-Alcoholic, New World Whiskey, and Agave — white papers, trade press, industry partnerships, and founder community programming that moved category perception.
- Orchestrated flagship industry events, founder summits, and invitation-only networking that reinforced DV's position as the platform founders wanted in their corner.

Group Digital & Marketing Manager

May 2014 – Oct 2016

Drake & Morgan Ltd · London, UK

20+ unique bars and restaurants across London and Manchester.

- Led digital marketing and brand communications across all 20+ venues — customer acquisition, campaign performance, and community management in a competitive London hospitality market.
- Introduced cross-channel performance tracking that gave leadership clearer visibility on what was working across the group, directly improving how budget decisions were made.

Digital Marketing & Brand Manager

Aug 2011 – May 2014

Novus Leisure Ltd · London, UK

Large-scale UK hospitality portfolio.

- Ran brand and digital marketing across a broad hospitality portfolio — multi-channel campaigns, product launches, and social content that built consistent brand presence across a large estate.

RECOGNITION

Tier-1 press

New York Times · Financial Times · Forbes · The Economist

Speaker

Tales of the Cocktail · Bar Convent Berlin · Women in Drinks Forums

Mentor

The Drinks Trust · The OurWhiskey Foundation

Industry

Non-Alc · New World Whiskey · Agave · Hospitality · Founder-led CPG

TECHNICAL TOOLKIT

CRM & Automation

HubSpot · Mailchimp

Analytics

GA4

Content & Design

Canva · Adobe InDesign · Keynote · Generative AI

Workflow

Notion

Events

Eventbrite · virtual & in-person production

Comms

PR strategy · crisis comms · media relations · copywriting · speechwriting

EDUCATION

BA Political Science & Communications

The University at Buffalo