



Alex Wellen
Global President & General Manager, MotorTrend Group

Alex Wellen is Global President and General Manager of MotorTrend Group, the largest automotive media company in the world. MotorTrend Group is a joint venture with Discovery, and reaches more than 131 million fans every month across its portfolio of media properties. Since joining MotorTrend Group in 2018, Wellen has led the transformation of the MotorTrend brand into a modern media company, creating essential, addictive products and services while expanding MotorTrend's reach with new programming, events, and gaming.

Wellen oversees all aspects of MotorTrend Group's overall strategic direction and global growth of the business, including the highly successful MotorTrend App and motortrend.com digital platforms, MotorTrend Buyer's Guide, MotorTrend TV Network (formerly Velocity Network), related MotorTrend Group digital owned & operated sites (such as HOT ROD and Automobile) and MotorTrend's successful live events and media agency businesses (which includes coverage of the Pebble Beach Concours D'Elegance, HotRod Power Tour, and Roadkill Nights). Since arriving at MotorTrend Group, his team has doubled the direct-consumer subscription business, broken dozens of stories, and generated record coverage of MotorTrend's "Of The Year" Awards. He is responsible for all functions of the business including Programming, Product, Technology, Sales, Distribution, Editorial, Marketing, and Operations.

Wellen joined MotorTrend Group following 12 years with CNN Worldwide, where he was central to transforming the CNN television network into a digital global powerhouse – #1 in multiplatform monthly uniques and the fastest-growing business unit within CNN Worldwide. His career has spanned executive roles across digital and linear television businesses, including product, technology, strategy, revenue, business operations, and programming. As Global Chief Product Officer, Wellen set the vision for CNN's mobile, web, data, video, OTT, and connected TV platforms, and delivered hundreds of new products across traditional, digital, and emerging businesses, including CNNgo. Prior to that role, Wellen served as CNN's Senior Executive Producer, spearheading CNN Worldwide's strategy to integrate television programming, editorial content, and products across all platforms and devices.

Before working in media, Wellen was a high-tech intellectual property litigator. He has published two books with Penguin Random House, and is the inventor on dozens of patents. Wellen holds a law degree from Temple University, a systems engineering degree from Rutgers, and attended the Advanced Management Program at Harvard Business School. He lives in Los Angeles with his wife, son, and daughter.