

Alix Doherty
Principal Business Advisor, Alix Doherty Advisory

Alix Doherty is a seasoned entrepreneur and specialist in multi-generational family businesses, with a proven track record of managing two thriving enterprises circa. \$55 million in revenue. Her journey embodies the delicate balance of family dynamics and business acumen, navigating the complexities of ownership and operation with finesse. With a deep understanding of effective leadership, strategic organisation and governance within family-run businesses, Alix brings invaluable insights to the table.

Having successfully grown and strategically exited multiple ventures, Alix now dedicates her expertise to empowering fellow business leaders through Alix Doherty Advisory. With a hands-on approach to consulting, coaching, and strategic guidance, she enables clients to achieve their goals in business expansion and personal development. Her mission is rooted in leveraging two decades of firsthand experience to drive tangible results for her clients.

Alix's distinguished journey is underpinned by a Global MBA from INSEAD, ranked as the #2 best business school globally by the Financial Times. This academic foundation and being an accredited family business consultant, combined with her extensive real-world experience, positions her as a trusted advisor and thought leader in the realm of generational family businesses, offering a unique blend of strategic insight and practical wisdom.