



Alex Moulle-Berteaux
Chief Marketing Officer

Alex Moulle-Berteaux is the Chief Marketing Officer for Starry, Inc., a Boston- and New York-based technology company focused on re-imagining and revolutionizing how consumers connect to the internet by developing an eco-system of products designed to make broadband access simple and affordable.

Prior to joining Starry, Alex served as Chief Commercial Officer (CCO) for Aereo, Inc., the groundbreaking online television platform. As Chief Commercial Officer, Alex oversaw the company's marketing initiatives, customer care, distribution partnerships and product management, and played a critical role in helping develop Aereo's overall business and its nationwide expansion efforts.

Before joining Aereo, Alex served as Global Head of Marketing and Public Relations for Rockstar Games, the leading development and publishing label of publicly-traded Take Two Interactive, maker of blockbuster video game franchises Grand Theft Auto, Red Dead Redemption, Max Payne, Midnight Club and the investigation game LA Noire. At Rockstar Games, he led the game launch efforts for the company, including the record breaking 2008 launch of Grand Theft Auto IV, heralded as the biggest entertainment launch in history.

Prior to Rockstar Games, Alex served on the management team of Media Arts Lab/ Chiat Day, Apple's marketing agency out of Los Angeles and London. While there, he led the day-to-day management of the global marketing campaigns for the Apple account across products including the Mac, iPod and iTunes, Apple TV, and the launch of the iPhone. Prior to joining Media Arts Lab, Alex worked in various New York-based advertising agencies on a wide variety of global brands.

Alex was born and raised in Paris, France before he moved to the United States in junior high school. He is a graduate of Boston College and resides in Brooklyn, New York with his wife and three children.