SPEAKING & WORKSHOPS

ALEX NAGEL

Founder / CEO, ANCORD Design Co · Victoria, BC



Alex founded ANCORD Design Co in 2018, a sustainable industrial design studio that carries action sports, outdoor and durable consumer products from the first sketch to the first production run. He is a named inventor on Canadian, US and international patents and applications, and has worked with brands including Burton, Anon Optics, Sonos and Samsung. ANCORD won the 2026 Ecostar Award for Circular Champion and an IDEA 2026 award for Product Design.

Founded 2018 | Patent inventor | Ecostar 2026 | IDEA 2026

TALKS

DESIGNING PRODUCTS THAT LAST

Durability, repair and lifecycle thinking, treated as production decisions.

Brand teams, sustainability programs, design schools

VALIDATE BEFORE YOU TOOL

The research, quick prototypes and go or no-go questions that belong before any tooling money.

Founders, incubator cohorts, product leads

DESIGN THINKING FOR FOUNDERS

Framing the right problem, testing assumptions cheaply and turning what users say into a brief.

Incubators, accelerators, early-stage teams

FORMATS

Talk
20 to 40 minutes

Workshop
90 minutes to a half day

Cohort session
In person or remote

Panel
Panels and firesides

SELECTED STAGES

2026	Design Victoria, Ask an Expert
2025	Project Zero Incubator, BC and Atlantic
2022–23	Algonquin College, guest lectures
2019	PechaKucha Night Victoria

FOR ORGANIZERS

Every talk is shaped to the room, with client stories told without names.

Bring a screen and a mic. Workshops also need tables and room to build.

Invite Alex to speak
press@ancorddesign.co · ancorddesign.co/speaking

Photos and logos
ancorddesign.co/press

Fees depend on format and travel; we quote per event.