



Alex Hormozi

BUSINESS LEADER · ENTREPRENEUR/FOUNDER

Business thought leader, the host of the popular podcast “The Game”, a 3-times bestselling author, and Co-Founder of Acquisition.com



VISIT ALEX'S WEBSITE

About:

- **Gender:** Male
- **Nationality:** United States
- **Languages:** English
- **Travels from:** United States

Engagement Types:

- Speaking

Topics:

- Business Strategy & Growth
- Customer Experience & Marketing

Websites:

- [Acquisition](#)

Biography Highlights

- Co-Founder and Managing Partner of Acquisition.com, an investment firm dedicated to scaling high-growth, founder-led businesses.
- Founder of Gym Launch, Prestige Labs, and ALAN, scaling them to \$120M+ in sales with no external funding.
- Recognized authority on customer acquisition, monetization, and business growth.

Biography

Alex Hormozi: From Entrepreneurial Roots to Industry Authority

Alex Hormozi is an American entrepreneur, investor, author, and philanthropist known for transforming businesses and motivating a new generation of leaders. He began his entrepreneurial journey in 2013 by launching his first brick-and-mortar gym, expanding it to six locations within three years. After selling his gyms, he spent two years revitalizing over 32 underperforming businesses. He then codified his approach into a licensing model that grew to more than 4,000 locations over four years.

Over that same period, Alex Hormozi founded and scaled three additional companies spanning software, services, e-commerce, and brick-and-mortar, achieving over \$120 million in cumulative sales—all without external capital. His most notable exit was the majority sale of his licensing company in 2021 for \$46.2 million.

In 2020, Alex Hormozi co-founded Acquisition.com, where he invests his capital and expertise into founder-led, cash-flow-positive businesses. He is recognized for his data-driven approach, focus on people, and deep expertise in customer acquisition and monetization. Through his bestselling books—100M Offers and 100M Leads—and his widely listened to podcast, The Game, Alex shares practical, actionable advice that has reached millions of entrepreneurs and business leaders worldwide.

Beyond his business ventures, Alex Hormozi is committed to democratizing entrepreneurship and education, sharing free, practical content to empower business owners from all backgrounds. A first-generation Iranian-American, he graduated magna cum laude from Vanderbilt University with a degree in Human & Organizational Development (Corporate Strategy track). Today, he is recognized as a thought leader in scaling and operations, with his insights featured in leading business media.

Videos



Speaker Bureaus And Talent Agencies

Alex Hormozi is available to book via these agencies

✓ **Recommended**

EXCLUSIVE



Speaking Agency