

Devin Alexander



Spokesperson / Momentum Architect / Brand & Product Strategy

Designing the exact system that works for you — willpower not required.

Devin Alexander is a **3× New York Times bestselling author** of 10 books with more than 2 million copies sold, **best known for a decade with NBC's *The Biggest Loser***. Brands know her as the **Momentum Architect** — the one who doesn't just cook, but rewrites the rules of a dish until nobody at the table can tell what was taken out. They hire her for that, and then they hire her again. She built the method on herself: 200 pounds at fifteen, unwilling to accept that getting healthy meant giving up the food she loved, so she rebuilt the food instead. Seventy pounds gone, and gone for more than two decades.

She is a **Telly Award winner** and was named **NAWBO-LA's Inspirational Woman of the Year**. On camera she is the rare talent who can demo the product, tell the story, hit the messaging and still be the most watchable person in the segment — which is why she has been America's go-to expert for decadence without consequence for two decades, and why the callbacks keep coming. She built her family the same way she built everything else: she is the mother of a daughter she adopted through the foster system, and a longtime advocate for foster youth.

BOOK DEVIN:

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