



Karl Cowell

WIX LEADER · CO-FOUNDER & CREATIVE DIRECTOR, THE WIX GUYS

Speaker on Wix, web design and starting scrappy

BIO

Karl Cowell is a Wix Leader, one of only 19 worldwide and just 3 in the UK, and widely regarded as one of the leading independent voices on Wix in the UK, outside of Wix itself. He is Co-Founder and Creative Director of The Wix Guys, a Wix-specialist agency based in Maidstone, Kent, that has built over 500 websites for small businesses across the UK. Karl speaks on getting real results out of Wix, building websites that convert and why scrappy beats perfect for founders just getting started. His talks have featured at Ideas Fest, ZC Live, The Marketing Meetup and Swwwift.

SHORT INTRODUCTION

“Karl Cowell is a Wix Leader and Co-Founder of The Wix Guys, speaking today on [topic].”

SPEAKING TOPICS

Wix — Treating Wix as a serious platform: Wix Studio, Wix Headless, and setups that scale.

Web design — Building websites that convert, not just look good.

Start Scrappy — For pre-launch founders worried about money and time: why a free Wix site beats a £5,000 build.

FORMAT & LOGISTICS

Formats	Solo talks, duo talks with co-founder Joe Bennett, panels, workshops, podcast guest appearances
Talk lengths	10, 20 or 30 minutes
AV requirements	No specific requirements. A screen for slides is helpful, but not essential.
Fees	Contact for availability and fees
Location	Based in Maidstone, Kent — available across the UK

CREDENTIALS

Wix Leader (1 of 19 worldwide, 1 of 3 in the UK) • Wix Partner Legend • Wix Studio Certified Developer • Wix Studio Certified Web Designer • Wix Certified Accessibility

Wix Leader status confirmed by Wix's official announcement: [linkedin.com/posts/wixstudio](https://www.linkedin.com/posts/wixstudio) (Wix Leaders announcement)

ASSETS AVAILABLE ON REQUEST

Additional headshots, event photography, and video reels from past talks.

CONTACT

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