

Alyssa London's Biography:

Grew up with connection to her culture, and with a strong focus on education: Alyssa grew up in Seattle where she was active in sports and organizations that kept her connected with her Alaska Native community and Indigenous heritage as a Tlingit Tribal Member. Throughout her childhood she would visit her family in Ketchikan, Alaska. As she grew up, she attended Stanford University where she graduated with honors in 2012 including becoming a 2011 National Udall Scholar and an elected youth board advisor of Sealaska Corporation.

Former Career in the Technology Industry: Inspired by growing up near Microsoft HQ, Alyssa spent time working for Microsoft as a Partner Marketing Manager, Go-to Market Specialist and Product Marketing Manager and for other technology companies in Seattle as a Business Development Manager. In these roles, she focused on Azure partner development, data analytics, social media, and digital marketing solutions. Alyssa was also a Senior Technical Account Executive with Arctic IT, a Microsoft Gold Partner and the top-rated managed services provider in Alaska.

Trainer, Speaker, and Entrepreneur:

Alyssa is the Founder and CEO of Culture Story, which creates, books, products and video content to showcase the vitality of indigenous cultures today and help others understand and have a greater appreciation diversity. She is also the founder of her speaking, training and coaching business that helps business leaders become confident speakers and communicators and inspires youth to dream big.

Passion for Storytelling as a Content Creator: Alyssa has a natural gift for speaking, public relations, community outreach and presenting on camera. She has pursued these talents through acting, hosting, and also through her own web series, Culture Stories, which is now nationally broadcast on FNX a PBS affiliate with a reach of 68 million households.

National Ranked Pageant Winner, Cultural ambassador with extensive public speaking experience: After college, Alyssa began competing in pageants. She was selected as Miss Alaska USA 2017 and with hard work was honored as a top 10 finalist at the Miss USA 2017 competition wearing a custom Tlingit gown that went viral with 1.3 million views on Facebook. During this period, she was appointed to serve as the cultural ambassador for Sealaska Heritage Institute and traveled throughout Alaska and through Indian Country in the lower 48 and Canada. In doing so she accomplished a significant amount of public speaking.

Strong Understanding and Appreciation for Culture and Heritage: Some of the contributing factors to her passion for inspiring greater acceptance of diversity is her pride in her heritage as a Tlingit Native American, being of mixed Native and European ancestry, her time studying abroad in Madrid and having traveled to 30+ countries.

Heart towards service: What began as Alyssa's three-pronged approach to her year of service as Miss Alaska USA continue as topics she is still deeply passionate about today. She loves sharing the vitality of Native Culture, inspiring others to reach high levels of education, and inspiring women to pursue entrepreneurship.

Family and Outside Interests: Alyssa is the daughter of Debi and J. Tate London, of which her father is a practicing U.S. Attorney and Federal Prosecutor in Washington State and a Sealaska Board Member. She has two sisters, Lacey and Ellee, one brother, Kellen. In her free time, she enjoys the outdoors, exercising, and making tasty food.