

# Football – Alex McLeish gets a new smart assistant

A new assistant might just be what new Scotland manager Alex McLeish needs, and a smart assistant at that.

So here it is. Alexa Ferguson ready to help out with some backroom advice. Drawing on experience from all Scotland's recent managers Tennent's lager has come up with the artificially intelligent answer.



Alan McGarrie, Head of UK Marketing Services at Tennent's said: "This is a new chapter for the Scotland team and we wish Alex every success in the job. We're here to serve the new manager, and with Alexa Ferguson we're redefining the smart assistant. It has all the credentials for the role, but if there are any glitches along the way, all McLeish needs to do is turn it off and on again.

"It's not quite the finished product yet, but with a bit of development, Alexa Ferguson might be a valuable helping hand(less) to our 2022 efforts."

Alexa Ferguson added: “I’m a combination of all the Scottish greats – Shankly, Fergie... Big Davey Moyes, and I’m the smart choice for Alex’s assistant. We’ve seen the special one, and the normal one – it’s time for the electronic one.”

[Alexa Ferguson](#) from [Wire](#) on [Vimeo](#).