

Alex Fairly Bio

Alex Fairly is a respected businessman, philanthropist, and civic leader whose life and work reflect a deep commitment to faith, family, and the biblical values. Born and raised in Alamogordo, New Mexico, Alex came to West Texas to attend what is now West Texas A&M University, where he met his wife, Cheryl. The couple made Amarillo their home, raised five children, and have been deeply engaged in the life of their community for decades. Their daughter, Caroline Fairly Dunmoyer, serves in the Texas House of Representatives.

Alex built a successful career in insurance risk management and founded The Fairly Group, an Amarillo-based firm serving clients across the country. He and Cheryl also support numerous educational, charitable, and community causes throughout Texas and beyond. Their faith guides their beliefs they have striven to weave it into every aspect of their lives.

Known as a true gentleman with strong convictions, Alex believes deeply in limited government, personal responsibility, and government that is transparent and accountable to the people it serves. He has put those convictions into action through his personal involvement in numerous local and civic causes—not because he seeks recognition, but because he believes the everyday citizen deserves a voice and feels a responsibility to serve and help those around him. Above all, Alex and Cheryl share a deep commitment to their faith and family and a desire to strengthen the community, region, and state they are proud to call home.