

Hasan Fadlallah

Founder & CEO, Brand Lounge

Hasan is a highly accomplished serial entrepreneur who started his first successful business venture at the age of 17.

In 2006, he founded Brand Lounge, a homegrown company in Dubai and Riyadh. Brand Lounge has grown under his leadership to become a highly regarded and award-winning brand consultancy known for its strategic approach to brand building by creating differentiated brands that align with business goals and maximize value.

Driven by his passion for startups and entrepreneurship and inspired by the visionary leaders of the Gulf, Hasan co-founded Fullmoon Experiment in 2017, a socially driven incubator for innovative startups in the region.

In 2023, he diversified his interests by investing in the F&B industry, forming a joint venture between Brand Lounge and other industry players to launch a total F&B solution called Against All Odds.

With almost three decades of experience in management consulting, Hasan is a natural strategist and expert marketer. He uses his extensive education and experience to advise companies in the Gulf region, Africa, and India on brand purpose, innovation, culture, and image.

Hasan's invaluable contributions have helped many companies maximize their value, including Daman Insurance, RTA, Emaar, Del Monte, Salehiya Healthcare, AXA Gulf, Etihad Rail, Ajman Sewerage, Alrajhi Holdings, NAMA for Women Empowerment, RAKEZ, Government of Dubai Media Office, and G42 among others.

In 2014, Hasan was honored with the prestigious Brand Leadership Award for Brand Excellence from the World Brand Congress for his exceptional leadership and dedication to his craft.

Hasan serves on the Board of Directors of Trout & Partners Global Consultants, where he is the designated partner for the Middle East, Africa, and India. Through his vast network, he has helped numerous multinational businesses make strategic decisions and increase their value. Hasan is an active member of The Entrepreneurs' Organization (EO), UAE Chapter.

Hasan is a master connector whose commitment to humility in all aspects of his life embodies the true spirit of a successful entrepreneur.

Links:

<https://brandlounge.me.com>

<https://www.linkedin.com/in/hasanfadhallah/>