



Mohamad Badr

Chief Strategy Officer & Head of Growth
Brand Lounge

Mohamad has 18 years of experience in branding, marketing, and innovation consulting. He began his career at the UNDP on strategic projects for the Lebanese government, then worked as an independent innovation consultant with Itsme. As the director of Millward Brown Vermeer, he led high-profile projects for retail, hospitality, and FMCG companies.

At Brand Lounge, he led brand strategy work for some of the largest organizations in the region for a diverse portfolio of industries such as Defense, Healthcare, Retail, and luxury. He also spearheaded its transformation into a full strategy-led consultancy and grew a team of brand consultants and strategists, enabling the company to win multiple industry awards.

Mohamad is also the Founder of Fullmoon Experiments, a socially-driven innovation and investment company. He holds a Bachelor of Science in Business Management and completed his executive education at INSEAD, focusing on topics such as digital disruption and digital marketing strategies.

Links:

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