



Mo Saad

Head of Design & Creative Impact
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Mo is a seasoned branding expert and design professional with nearly two decades of experience crafting design-driven solutions. He leads the Design & Creative Impact team at Brand Lounge, an award-winning strategy-led brand consultancy in Dubai.

Before this, he was the Regional Creative Director at Landor & Fitch in Singapore where he directed the creative vision for a vast P&G product portfolio across Southeast Asia and Japan and corporate identity projects across Vietnam, Thailand, Pakistan, and Indonesia.

Mo has also managed high-profile corporate identity projects across the Middle East. These include leading the Brand Guardianship team and managing the on-ground implementation of Saudi Telecom's (STC) brand refresh in Riyadh, Saudi Arabia.

Mo has actively participated in and moderated numerous design panels and discussions, showcasing his thought leadership in the field. He is also a published contributing author to the "Brand Bible: The Complete Guide to Building, Designing & Sustaining Brands," further highlighting his expertise in branding and design.

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