



## **Ibrahim Lahoud**

Head of Strategy & Insights  
Brand Lounge

Ibrahim is a seasoned marketing entrepreneur with a career spanning decades, notably as the Middle East Marketing Director at Apple Computer. Following his tenure at Apple, he established IDentity, in 1994, Dubai's first branding firm that specialized in branding. He later moved back to Beirut, where he headed Brand Central. Ibrahim moved back to Dubai in 2020 to join Brand Lounge.

Ibrahim has co-created many iconic brands such as Emaar, Dubai Economic Department, the American Hospital, and Abu Dhabi Water and Electricity. His creative prowess has earned him accolades like the Conqueror Design and Dubai Quality Appreciation Awards.

Besides his remarkable career, he's a published author and a respected university professor.

Links:

[brandlounge.me.com](http://brandlounge.me.com)

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