



## **Mourad Benayed**

**Partner**  
**The cARTEL Brand Management**

*Mourad is a partner of The cARTEL Brand Management. Mourad has been working with businesses across a wide range of industries to drive growth and market expansion.*

*He provides advisory services to entrepreneurs to help refine their business models and generate sustainable profits. He develops a strong understanding of their business to support a bottom-up approach, allowing them to make informed and strategic decisions.*

*In addition, Mourad has over 13 years of experience working in the financial industry, actively managing a portfolio of clients across Europe and the Middle East. Mourad has advised institutional clients and High Net Worth Individuals at UBS and HSBC in Europe resulting in successful investment strategies.*

*Mourad has a passion for, and a strong understanding of the challenges around the entrepreneurship ecosystem.*

*Mourad holds a Master's degree of Science in Business management, a Master's degree of Portfolio management from the University of Paris XII and a Master's degree in Strategy and Business Performance Management from HEC Paris.*