

The image features a dark teal background with a dynamic pattern of diagonal lines in various shades of blue and teal, creating a sense of movement and depth. The word "FLUENCE" is prominently displayed in the center-left area in a bold, white, sans-serif font. The lines are of varying thickness and length, some appearing as thin streaks and others as thicker bands, all generally oriented from the top-left towards the bottom-right.

FLUENCE

Ramel Kabbani

Founder & CEO



The founder of Fluence, Ramel is a brand and business consultant who is known for his leadership abilities as well as strong business and financial acumen. He has an extensive background advising CEOs, key decision makers, board members, and business leaders of blue-chip companies in more than 15 countries, including those across the Middle East and North Africa (MENA) region. For more than 20 years, Ramel has worked with clients in a variety of industries, ranging from telecom, energy and hospitality to government, real estate, transportation, aviation, and retail.

Prior to starting Fluence, Ramel was Executive Director at global brand consultancy Landor Associates in Dubai. He served as a regional expert for both global and in-region clients and was responsible for day-to-day operations and activities, including general management and P&L, outreach and marketing, client portfolio management, and brand consulting and strategy. He advised and worked with CEOs and business leaders across industries. His clients included Mubadala (UAE), UAE Federal Government, Meraas (USA), Savola (KSA), Dur Hospitality (KSA), Nahdi Medical Company (KSA), Elm Information Security (KSA), Saudi Government, Bank of Jordan and Asyad (Oman).

Ramel joined Landor from FutureBrand, where he was Senior Director, Middle East and North Africa. In this role, he was a member of the firm's executive team managing business across MENA and driving the growth, outreach, and expansion of FutureBrand across the region. His clients included Nakheel (UAE), Premier Group (Bahrain), Diyar Al Muharraq (Bahrain), RAK Properties (UAE), Al Fanar Industries (KSA), Saudi Aramco (KSA) and Ayla Development (Jordan).

Before moving to FutureBrand, Ramel was Managing Partner and Co-Founder of Spark Ad Makers, a full-service boutique advertising and design agency. During his early career he worked as a Creative Director at Bozell, one of the world's top advertising agencies.

Ramel is a mathematician by education. He also has significant professional education, focused on management, brand strategy and innovation.



FLUENCE

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