

Bio Alexander El-Meligi

Alexander E-Meligi is the founder and Managing Director of Demodern, an Experience Technology agency headquartered in Hamburg and part of the international MCI Group. Since founding the company in 2008, he has been creating digital, physical, and hybrid brand experiences for international clients at the intersection of technology, creativity, and experience design. Demodern's clients include Nike, IKEA, SAP, BMW, MINI, SNIPES, PwC, Beiersdorf, and ERGO.

As an entrepreneur and creative technologist, Alexander El-Meligi focuses on how artificial intelligence, immersive technologies, and experience design are reshaping the relationship between brands and people. His work explores the future of customer experience, the convergence of technology and creativity, and the impact of emerging technologies on marketing, communications, and brand leadership.