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Press Release.

July 1, 2024

Nadra Mohy el Dine Joins Kubik

Amsterdam, July 1, 2024 – Kubik, a global leader in experiential marketing and event solutions, is thrilled to announce the addition of Nadra Mohy el Dine as the new Managing Director of Kubik EMEA. With over two decades of experience in marketing and live events, Nadra brings a wealth of expertise and a fresh perspective to the team.



Most recently, as the Head of Global Experience Marketing at Philips, Nadra oversaw the creation and delivery of brand activations, innovative events, and customer engagement centres and strategies. Her ability to connect with diverse audiences and curate impactful ideas aligns perfectly with Kubik's mission.

"We are delighted to welcome Nadra Mohy el Dine," said Elliot Kohn, President of Kubik. "Her passion for driving engagement and her forward-thinking approach will undoubtedly enhance our strategic vision."

About Nadra:

Nadra Mohy el Dine's leadership as an event marketer has transformed brand experiences and engagement. Her journey continues as she joins Kubik, starting a new chapter in experiential marketing excellence.

About Kubik:

As one of the most diverse full-service experiential marketing firms in the world, Kubik has been designing and building experiences for brands and cultural institutions for over 40 years. From experiential events and activations to corporate branded environments, retail solutions and interactive museums, Kubik has a singular mission to foster positive human engagement across a variety of mediums.

At Kubik, we believe everyone has a great story, and our mission is to give them a place to tell it!

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