



Leading you ahead of your brand

## **Carmen Kervella**

*Fondatrice du cabinet aHeadLand  
Expert cibles et tendances.  
Expert en stratégies de marques.*

Born in Africa, with French, Lebanese, and Canadian ancestry, Carmen spent her early childhood living on four different continents. She had, from a very young age, an innate sense of curiosity and delight about different countries and cultures.

Her passion for the world and its diversity inevitably led her into a career that has consistently been both creative and international: Designer/Editor at J.W.T. Brussels, founder of the advertising agency Encre Noire in Montreal, French Creative Director at Prisme/Bozell Canada, Strategic Planner at D'Arcy Paris, associate director of the brand consultancy Republic of Ideas in Paris.

It was as a brand consultant that her myriad experiences really coalesced into an unusually broad-based, multi-faceted brand expertise. She accompanied clients in their reflections on marketing, conducted brand studies for luxury and high value added brands (Chanel, Veuve Clicquot, Nina Ricci, Bourjois, Renault, Etam...) and further enlarged her field of expertise by working on a diverse and wide range of strategic issues including brand fundamentals, possibilities for positioning, diversification, innovation, as well as target studies and the decoding of global trends.

Immersed in brand culture and passionately aware of the role brands play in our lives, Carmen founded aHeadLand to work directly with her clients, to take them to a 'higher ground' in their reflection and problem solving and to ultimately, lead them ahead of their brand.

She regularly shares her knowledge by publishing articles\* on luxury, marketing and innovation. She is also the author of the French book *LUXURY AND NEW TECHNOLOGY\*\**.

A compulsive reader, Carmen is passionate about sociology, art and the sciences. Her uniqueness resides in the amalgamation of her diverse experiences and her idiosyncratic perspective makes her a veritable visionary.

\*Published articles : "[La schizophrénie du luxe](#)" ; "[L'économie de la réputation](#)"

\*\*Published book: [LE LUXE ET LES NOUVELLES TECHNOLOGIES](#) (LUXURY AND NEW TECHNOLOGY), éditions Maxima