



Plaud Appoints Luxury Brand Visionary Kamel Ouadi to Lead Global Brand Strategy

Former Louis Vuitton, Bang & Olufsen Executive to Elevate Brand storytelling for the AI Note-Taking Leader

London, September 25, 2025 – Plaud Inc., the company building the world's most trusted AI work companion, today announced the appointment of Kamel Ouadi as Head of Global Brand Centre. Ouadi brings over 20 years of international experience leading digital transformation and brand strategies for major luxury and lifestyle groups, reinforcing Plaud's commitment to premium brand positioning and global excellence.

Based in Paris, Ouadi will oversee brand and creative strategy, partnerships and collaborations, and communication strategy as Plaud continues its mission to amplify human intelligence for millions of professionals worldwide.

"Kamel's exceptional track record in building world-class brands aligns perfectly with our vision to become an essential intelligence partner for professionals," said Nathan Xu, Co-founder and CEO of Plaud. "His deep understanding of premium customer experiences will be invaluable as we evolve from a productivity tool into a truly aspirational brand."

Kamel Ouadi's distinguished career spans leadership roles at iconic global brands. He began at Galeries Lafayette Group before joining [L'Oréal Group](#), where he spearheaded international customer relationships and digital strategies. At [Louis Vuitton](#), he developed award-winning digital strategies that earned 49 awards in 48 months. In 2008, he founded Nowness, the pioneering storytelling platform for luxury and lifestyle. His executive portfolio includes Chief Brand Marketing & Digital Officer at Christie's, Group Chief Marketing & Digital Officer at Puig, Chief Brand Marketing & Digital Officer at [Bang & Olufsen](#), and Chief Marketing Officer at Devialet, where he led comprehensive marketing functions including brand strategy, product vision, and partnerships.

"Plaud sits at the perfect intersection of cutting-edge technology and human-centric design," said Kamel Ouadi. "The elegant 'Capture, Extract, Utilize' methodology isn't just technology; it's the foundation for a new brand promise in intelligent work. My focus is on crafting a narrative that reflects this shift from simple utility to profound professional empowerment."

This strategic hire accelerates Plaud's journey to build a defining global brand. Already the category leader in AI notetaking, Plaud's products like the [Plaud Note](#), Plaud NotePin, and new [Plaud Note Pro](#) are empowering professionals to achieve new levels of AI-enabled productivity in over 170 countries.

About Plaud

Plaud is building the world's most trusted AI work companion for professionals to elevate productivity and performance through note-taking solutions, loved by over 1,000,000 users worldwide since 2023. With a mission to amplify human intelligence, Plaud is building the next-generation intelligence infrastructure and interfaces to capture, extract, and utilize what you say, hear, see, and think.

Plaud Inc. is a Delaware-incorporated, San Francisco-based company pushing the boundary of human-AI intelligence through a hardware-software combination. With full SOC 2, HIPAA, GDPR, and EN18031 compliance, Plaud is committed to the highest standards of data security and privacy protection.

To learn more about Plaud, visit <https://www.plaud.ai> and follow along on Instagram, X, Facebook, LinkedIn, and YouTube.

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