



2026 Page Exchange Conference



Imad Lahad, Global Chair, Intelligence and AI, APCO

Imad Lahad is an expert in AI, intelligence and disruptive technologies. Currently serving as the global chair of AI & Intelligence at APCO, he leads initiatives that harness emerging technologies to drive innovation and transformative solutions for APCO and its clients worldwide.

Imad's journey with APCO began in 2013 as the director of Digital Strategy, where he quickly demonstrated his leadership and forward-thinking approach. He went on to become the managing director of APCO's Dubai office, playing a pivotal role in shaping the firm's direction and expanding its capabilities in the region.

As the head of the global Digital Practice, Imad established the AI Comms Lab, a pioneering initiative that integrates advanced AI capabilities and innovative tools into APCO's offerings. This lab also led to the creation of Margy, APCO's proprietary adaptive intelligence, which is leveraged across the organization to deliver cutting-edge insights and solutions for clients.