

Lorenzo Bennassar

Brand Experience Creative Director



I work with brands to reimagine ways for people to experience them.
I don't know what we will do next. But I know it will be amazing.
Because it's always been.

Introduction

After a few years working in some of the best advertising agencies around the world, I started a multidisciplinary career working as brand experience creative director for creative companies and brands in the US, South America, Europe and the Middle East, where I have lead teams of up to 60 people.

Former Chief Creative Officer of the Andalusian Information Society Plan, the biggest online social project yet to be funded by the European Economic Community. And my greatest learning master about human behavior online.

I'm currently **Creative Brand Design Lead at [Lilium](#)**, a ground-breaking regional air mobility company in the midst of designing, engineering, manufacturing, and operating the service of its revolutionary electric Vertical Take-off and Landing jet.

I speak fluent Spanish, English, French, Portuguese and Italian.

Career

2019 - Creative Brand Design Lead at [Lilium](#)

2017 - Brand Creative Director (consultant) for [Boutique-Homes.com](#)

2015 - Events Creative Director (consultant) for [Acciona Cultural Engineering](#)

2012 - Executive Creative Director for the Havaianas World Brand Book at [TouchBranding Brazil](#).

2006 - Co-Founder, Chief Creative Officer at Andalucía Lab Com.

1998 - Founder, Brand Experience Creative Director at [LorenzoBennassar.com](#).

From 1988 to 1998 - Creative/Art Director at McCann-Erickson Spain, Dentsu Spain, Saatchi Spain, DDB Chile, Ogilvy Milan, Ogilvy Worldwide New York, starting my career at Chiat/Day New York, "Agency of the Decade" for the launch of Apple in 1984.

Awards & Recognitions

Work featured in 14 countries in blogs, print magazines, tv interviews and awards, including the Valladolid University Honors Award and 5 candidacies to the [Spanish National Design Award](#), the highest achievable recognition to design and art direction by appointment to H.M. King Felipe VI of Spain.