



## **Christian Ihre (Moderator)**

Co-Founder, LynxEye Brand Management Consultants

Christian Ihre spent 6+ years with P&G before co-founding Lynxeye with Johan Ekelin in 1999.

Mr Ihre has worked and lived in Singapore and has vast experience across brands, categories and geographies. He's worked with clients in industries such as automotive, finance, tech, retail and consumer goods. He's a frequent guest speaker within academia and at global conferences.