

## **Biography of Nouredine Madoui**

Nouredine Madoui is a trailblazing entrepreneur, strategic advisor, and thought leader with 30+ years of experience transforming the aviation and tech landscapes. With roots in mechanical and aerospace engineering from Leibniz University Hannover, he has continuously pioneered innovation at the intersection of cutting-edge technology, digitization, and startup ecosystems.

As Co-Founder & CEO of Brya Group, he champions the Berlin-Algiers corridor, empowering Algerian talent with German precision to drive sustainable, cross-cultural growth. Nouredine blends resilience and vision, fostering ethical leadership and building bridges between continents.

Previously, he served as Managing Partner of ECHO AERO GmbH, where he led aviation's digital leap—introducing Cabin 4.0, a customer-centric shift from B2B to C2B, transforming the passenger experience with real-time, personalized flight environments. At DEFACTO – Digital Engineering Factory, his leadership in integrating 3D technologies into aircraft development positioned him as a key architect of aviation's digital transformation.

His journey began at Airbus Deutschland, overseeing systems layout integration on iconic aircraft like the A380 and A400M. From Hamburg to Algiers, Nouredine has merged engineering excellence with visionary entrepreneurship, mentoring founders and advising C-level leaders on future-driven strategies.

Currently authoring three books on the future of citizen workspaces, he remains committed to shaping inclusive innovation, inspiring the next generation, and building bridges between cultures and industries.

Beyond business, he's a passionate aviator, history lover, and football fan—and most proudly, a father of three.