

INNOVATION LEADER | AUTHOR | SPEAKER

Abdelmoula El Hadi

Designing the conditions where creativity survives.



MEDIA KIT - The Creativity Paradox, speaking, interviews and executive dialogue

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Approved biography

SHORT BIO

Abdelmoula El Hadi is Group Head of Innovation EMEA & APAC at Knauf Insulation, as well as an author and speaker working at the intersection of creativity, manufacturing, leadership and human systems. Drawing on more than 15 years across complex industrial environments, he examines why capable organisations suppress the very innovation they seek - and how leaders can design conditions where people speak up, test responsibly and turn ideas into impact. His book, *The Creativity Paradox*, is published in September 2026.

EXTENDED BIO

Across engineering environments, factories, project rooms and executive conversations, Abdelmoula El Hadi has repeatedly seen the same pattern: creativity rarely fails because people lack ideas. It fails because the surrounding conditions are wrong. Control, speed, certainty and responsibility can all enable performance, but when they are applied at the wrong moment they also silence dissent, prevent learning and flatten promising ideas.

His work gives leaders a practical language for navigating those tensions. Rather than romanticising creativity or copying startup culture, Abdelmoula focuses on real organisations where safety, quality, execution and accountability matter. Through writing, keynotes and facilitated executive dialogue, he helps leaders examine the systems and behaviours that determine whether ideas become measurable progress.

Current role and recognition

Current role: Group Head of Innovation EMEA & APAC at Knauf Insulation.

Recognition: Business Elite Award 40 under 40 in Europe, received in November 2025.

Official award profile: businesseliteawards.com/abdelmoula-el-hadi/

Core positioning

WHO	Group Head of Innovation EMEA & APAC at Knauf Insulation; author and speaker.
IDEA	Creativity survives when leaders design the right human and organisational conditions.
VALUE	A practical way to turn tension into better decisions, experiments and measurable impact.

The Creativity Paradox

Why Organizations End Up Killing the Innovation They Crave (and What to Do About It)

eBook: 21 September 2026 **Print:** 22 September 2026 **Publisher:** Practical Inspiration Publishing

Book overview

The Creativity Paradox explores why creativity so often collapses inside organisations and how leaders can turn paradox into momentum instead of friction. It is not a book about brainstorming harder. It examines the systems around ideas, especially in manufacturing, engineering, operations and other complex environments where creativity must coexist with responsibility and execution.

The book helps leaders:

- Recognise why ideas stall inside capable, well-run organisations.
- Navigate tensions such as freedom and structure, speed and safety, courage and clarity.
- Build psychological safety into everyday work without ignoring responsibility.
- Move from discussion to responsible experimentation, learning and delivery.

Advance praise

"Insightful analyses and practices that will allow leaders to build psychological safety into everyday work."

Amy C. Edmondson, Harvard Business School

"A thoughtful and grounded perspective on where creativity truly lives inside organisations."

Marshall Goldsmith, Thinkers50 #1 Executive Coach

"The Creativity Paradox offers a powerful lens for understanding why ideas stall inside even the best-run companies."

Kaihan Krippendorff

Purchase link: <https://geni.us/TCPbook>

Interview and programme angles

Why good companies kill ideas

The same systems that create control and efficiency can suppress dissent, experimentation and learning.

Psychological safety under real pressure

What speaking up looks like where safety, responsibility, customers and operational performance are not abstract.

Creativity needs tension

Why freedom versus structure is a false choice and how leaders can work productively with paradox.

From idea to execution

Why many ideas never leave the room and how responsible experiments turn discussion into learning.

Human creativity and AI

Why judgement, questions, tension and organisational conditions become more important as AI accelerates output.

Suggested interview questions

- Why do organisations that genuinely want innovation still suppress it?
- What is the difference between managing creativity and designing conditions for it?
- How should leaders balance psychological safety with accountability?
- Why do most ideas never leave the meeting room?
- When does structure enable creativity, and when does it kill it?
- What did industrial leadership teach you that innovation theory often misses?
- How does AI change the human conditions required for original thinking?

Speaking, video and links

Signature speaking themes

The Creativity Paradox - Why organisations kill the innovation they crave and how leaders can design conditions where ideas survive.

Creative Tension - Holding freedom and structure, courage and clarity, speed and safety without collapsing into false choices.

From Idea to Measurable Impact - Moving from discussion to responsible experimentation, learning and disciplined delivery.

The Creativity Paradox video series

Six concise episodes cover silence, risk, experimentation, idea defence and the relationship between creativity and freedom.

[YouTube playlist](#)

Published article

"The Creativity Paradox: Why Innovation Fails Between Idea and Execution," *R&D Today*, 28 May 2026.

[Read the article on R&D Today](#)

Useful links

Website	https://www.abdelmoulaelhadi.com
Book	https://www.abdelmoulaelhadi.com/book
Pre-order	https://geni.us/TCPbook
Award profile	Official Business Elite Award profile
Media inquiries	https://www.abdelmoulaelhadi.com/contact

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