

Nadia Masri is a 4-time founder, Forbes 30 Under 30 headliner, and the CEO & Founder of Perksy - a next-gen market intelligence platform that conducts real-time research with Millennial & Gen-Z audiences through mobile. With a fresh take on understanding the habits, behaviors, and preferences of Gen Y & Z consumers, Nadia is redefining market research for the mobile generation by making feedback the favorite form of engagement.