

LILI ÉRMEZEI is a strategist and organizational psychologist with extensive experience in strategy consulting, design leadership, and psychology.

With over 12 years spent in Helsinki, Finland, she has been instrumental in leading and developing strategies for renowned global Finnish brands.

She has earned her MSc Organisational and Business Psychology from the University of Liverpool, and her MA in Visual Communication Photography from MOME, Moholy-Nagy University of Art and Design Budapest.



Currently, she is pursuing her PhD at MOME, focusing on the mindsets and characteristics of founders and founding teams in Nordic Unicorn startups. It aims to uncover traits and mindsets of successful start-up founders to create a development tool for future entrepreneurial success. The anticipated outcome is a dual-fold contribution: a comprehensive portrait of organizational future-proofing and a strategic tool to enhance the innovation capacity within the entrepreneurial realm.

Lili has founded Helsinki Mind, where she merges her strategic, psychological, and design expertise to enhance the performance of organizations and leaders.

As the Rector's commissioner for the University of the Future Project at MOME, Lili plays a pivotal role in developing a progressive education model for the 21st century, aimed at ensuring that MOME continues to nurture empowered artists and designers who can adeptly respond to contemporary challenges.