

**Sami Ben Hassine, CEO & Co-Founder**

Sami Ben Hassine is the CEO and co-founder of Fabulous, a mobile app company building innovative and effective habit change solutions that was incubated at Duke University in behavioral scientist Dan Ariely's Hindsight Lab. Motivated by wanting to change his own habits for a healthier lifestyle despite the distractions of big city life, Sami decided to create an app to help build such routines with his childhood friend and software engineer Amine Laadhari. Sami is the author of ["Art de vivre: The Manual of Discipline, Persistence, Joy of Life and Detachment."](#) a book detailing the benefits of disconnecting with distractions. Prior to founding Fabulous, Sami was president and co-founder of an NGO PaCTE which specialized in enabling e-democracy by providing a platform for citizen journalism in Tunisia. PaCTE launched a successful crowdfunding campaign that was featured on PBS. Prior to his run as a serial entrepreneur founding Fabulous, PaCTE and earlier startups MonTattoo and Pureness, Sami had worked as a developer for SAP and Thomson Reuters in France.

**Amine Laadhari, CTO & Co-Founder**

Amine Laadhari is the CTO and co-founder of Fabulous. Amine was the lead engineer behind the app from the initial launch of Fabulous that has since grown to be a consistent Top 100 health and wellness app in both North American and European app markets helping over 2.5 million worldwide users complete 10 million habits in the last year. Prior to co-founding Fabulous with CEO Sami Ben Hassine, Amine and Sami also founded PaCTE, an NGO enabling e-democracy by providing a platform for citizen journalism in Tunisia. As CTO of PaCTE, Amine oversaw the development of the online platform enabling citizen journalists to seamlessly upload videos and photos to tell their stories and maintained the tools to automate their successful crowdfunding campaign that got featured by PBS. Prior to working with Sami on Fabulous and PaCTE, Amine had been a senior engineer for France-based financial institutions Quainthouse (part of S&P Capital IQ) and Natixis.

**Taylor Ling, Chief Design Officer & Co-Founder**

Taylor Ling is the chief design officer and co-founder of Fabulous. As chief design officer of Fabulous since 2014, Taylor oversees the delivery of Fabulous's visual design and user interface. Taylor is the author of AndroidUIUX.com and frequent speaker at Droidcon conferences around the world. Prior to co-founding Fabulous, Taylor had been a leading mobile user experience designer at Materialise Malaysia where his UI and UX work has been shortlisted for awards in Multimedia Super Corridor (MSC) Malaysia / MDeC ICONApps Program 2011 for Android Apps and for Multimedia Super Corridor (MSC) Malaysia / MDeC ICONApps Program 2012 for Android Apps.