



Aicha Gaaya

Founder & Principal, Astarte Global

Franco-Tunisian-Moroccan · Dubai-based since 2021

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PROFILE

Founder of a boutique advisory firm architecting partnerships for governments and international leaders. Twelve-plus years across global advisory, at the intersection of enterprise and public-sector transformation. Senior operator trusted at C-suite and Head-of-State advisory level, embedding inside leadership teams to own a regional mandate end to end, from strategy and management consulting, partnership architecture through to delivery. Native-Arabic, regionally fluent, and a people leader since 2015, working across the Gulf, Africa, Europe and Asia.

References, including from CEO-level, available on request.

ASTARTE GLOBAL — FOUNDER & PRINCIPAL

Astarte Global, founded December 2025. A boutique advisory firm helping Governments and International leaders expand and grow into MENA markets. Core thesis: partnerships in the region are built on trust, and trust is an architecture. Three main pillars: Strategic Partnerships & Business Development, Organisation & Transformation, Talent & Leadership. What usually takes months, delivered in weeks.

CURRENT MANDATES · SINCE 2025

Global Head of Partnerships

2025 – Present

GCC–Africa Diplomatic & Investment Platform *Inaugural Gulf x Africa summit · sovereign & state-backed scope*

- Architect the partnership and diplomatic engagement strategy for an inaugural Gulf–Africa diplomatic and investment platform; lead the coordination of a diplomatic delegation to 40 sovereign wealth funds and state-backed organisations across the Gulf.
- \$15M being raised from GCC and international partners · 48 institutions engaged · diplomatic tour across the GCC coordinated · partnerships team and playbook built ahead of the inaugural summit.

Head of Sales - MENA

2025 – Present

European AI scale-up *Biometric authentication · Gulf banking sector · Regulation*

- Drive C-level commercial engagement across the GCC for AI-resilient biometric authentication; navigate the regulatory environment across SAMA and CBUAE; strategic regional investor onboarded; commercial model rebuilt for the Gulf.

SELECTED EXPERIENCE

Head of Strategy & Technology Partnerships - Middle East, Europe & Africa

Feb 2025 – 2025

Institute for Global Change *Advisory & technology services to Heads of State and public sector · 28-country scope*

- Owned end-to-end GTM strategy and execution for AI and technology partner-powered public-sector programs across 28 countries spanning three regions; led C-suite and Head-of-State-level executive engagement.
- Oversaw delivery of six marquee programs across Cloud Migration, eGovernment, Education, Agriculture and Cybersecurity, coordinating multidisciplinary teams and senior stakeholder governance.
- **Grew partner-sourced pipeline 4x within 12 months; promoted after 6 months with a 3x expansion of geographic coverage.**

Chief of Staff & Head of Strategy to the CEO - Asia Pacific, Middle East & Africa (APMEA)

Apr 2022 – Dec 2024

Wipro *C-suite advisory · business development · executive governance · 16 countries*

- Held CEO-delegated authority for contract negotiation, business development and strategic partner initiatives; represented the CEO in high-stakes engagements with government clients, enterprise accounts and technology partners across the region.
- Led the strategic deal cycle for a GCC Ministry of Justice AI program valued at over \$40M; co-drove transformation of regional sales operations and talent strategy, contributing to a +3% YoY revenue uplift from negative growth.

- Launched the Wipro APMEA Innovation Center; secured \$1M in partner-sourced funding in two months; inaugurated by HH Sheikh Hamdan, Crown Prince of Dubai, with 688M combined media reach.

Transformation Lead, APMEA *(within the same Wipro tenure)*

- Led enterprise transformation programs for strategic accounts exceeding \$80M, covering P&L turnaround, client experience and innovation agenda; led the client-facing Change Management stream for the largest Managed Services programme in BFSI (India).

Head of Strategic Partnerships & Alliances, Technology - Middle East

2021 – 2022

Capgemini *Hyperscaler & platform partner GTM · co-sell and reseller agreements · revenue growth*

- Defined and executed the regional partnership strategy across cloud, data, AI and industry domains; architected the first regional joint GTM plan with Salesforce ahead of their official Middle East market entry; the resulting co-selling playbook remained the regional golden-source reference across the organisation.

Co-Head, Data & AI Consulting Practice · Senior Managing Consultant, France

2015 – 2021

Capgemini Invent

- Co-designed and led a 200-person practice (40 data scientists): three-year strategy, P&L, operating-model transformation; 100+ proposals at a 50% win rate; managed and developed 50+ consultants.
- Managed the French national customs Data & AI programme (€18M, 3 years) and 15+ successful consulting programmes, from scoping through delivery amongst which: created from scratch a Risk Culture practice serving 200,000 employees and benchmarked 12 major European banks, presenting findings at Board level.
- Delivered an organisational due diligence ahead of a Sale & Purchase Agreement (for GCC State-owned company) and strategic recommendations on Oil & Gas payment governance (for an African State) contributing to an EITI certification process.

E D U C A T I O N

- **Sciences Po Paris** - Master in Finance & Strategy; Bachelor in Business & Political Science (Mediterranean and Middle-Eastern Studies). Grand Oral with Jury Honours.
- **Bocconi University, Milan** - Exchange Programme, Strategy & Management.

A U T H O R · L A N G U A G E S

Published novelist: *“Derrière nous, la mer”* - a novel set on the shores of the Mediterranean.

French & Arabic (native) · **English** (fluent) · **Italian** (fluent)