

Aaya Hafidi is an experienced project manager in digital learning and innovation. She has worked as a consultant in marketing innovation, business strategy, and entrepreneurship for a FinTech startup. Aaya has also worked as a European Union Mission Officer on Mission from Morocco to the European Union (Brussels).

Aaya is from Agadir, Morocco, and holds a Specialized Master in Management of Technology Innovation & Entrepreneurship from Grenoble Business School, a Master 2 in Economic engineering from IUP Grenoble Alpes and a Master in Business and Economics, from the Maastricht Business School in the Netherlands.



An avid volleyball player and surfer, Aaya also loves to travel. Her philanthropic attitude is displayed by her volunteer work in organizations that advocate for human rights, aid children with cancer, and support female entrepreneurs. Aaya is fluent in Arabic, English, French, Dutch and Spanish.

## Thought Leadership and Articles

- Sky's the Limit, IQ Insigniam Quarterly®, Spring 2024

## Insigniam B.I.T.s Podcast

- Reaping the Rewards: How Emirates Creates Winning Customer Experience, November 2023
- Transforming Your Future with North Star Planning, December 2022
- Leading A Diverse Team in VUCA Environments, with Pfizer Global Influenza Lead, Oualae Alami, November 2022
- 9 Facettes de la Culture, January 2022
- Que signifie le mot "breakthrough"?, December 2021

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