

# AICHA ZERROUKY

DIRECTOR OF CORPORATE PARTNERSHIPS | IE BUSINESS SCHOOL & FINANCIAL TIMES

## CONTACT

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## SKILLS

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- Experience in higher education institutions
- C-suite Stakeholder Engagement
- Client Retention & Growth (80%+ rates achieved)
- Sales Pipeline Management & Forecasting
- Excellent pitching and presentation skills
- Strategic Partnerships and Account Management
- Contract Negotiation & RFP Management
- Strategic commercial planning
- Facilitation & coaching
- Academic direction
- Faculty Management
- Team management

## LANGUAGES

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- English (Fluent)
- French (Fluent)
- Arabic (Conversational)
- Spanish (Professional proficiency)



## PROFILE

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Commercial leader with 12+ years experience in driving growth, with over 7 years of direct impact in executive education, leadership and people development. Proven success building long-term partnerships with large-scale International clients. Demonstrated measurable success outcomes both at world-class institutions Oxford University (Said Business School) and Headspring Executive (IE/Financial Times). Growing an ambitious multi-million pound portfolio and driving strong client retention. Deep knowledge and expertise of Leadership capabilities and current trends, learning design solutions, academic direction and consultative selling. Skilled at navigating complex decision-making cycles and collaborating across multi-cultural teams. Fluent in English and French, with additional experience working in the Middle East and Arabic skills. Excellent relationship and communication skills, with passion in helping leaders transform.



## WORK EXPERIENCE

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**Headspring by Financial Times & IE Business School** 2022 - Present

Director of Corporate Partnerships

- Responsible for managing the full commercial cycle of our custom executive education solutions such as; Leadership Academies, Board of Directors programmes, Management training solutions, executive coaching, Change Management programmes, succession planning, AI adoption etc. I work with clients and cross-functional experts to co-design bespoke learning and transformation solutions that accelerate AI adoption enterprise-wide, leveraging FT journalists' and thought leaders' expertise to embed cutting-edge perspectives.
- Experience in a consultative approach and partnership selling (pitching, negotiations, closing and delivery).
- Excellent C-suite and senior executive gravitas across various key organisations (Zurich, Danone, PwC, Sompo, LVMH etc).
- Grew portfolio to £1.7M in 2025, leading end-to-end sales cycle from lead generation to RFP and close.
- Led demand generation campaigns including in-person exhibitions at industry conferences, speakers engagement, social media marketing.
- Lead weekly pipeline meetings with internal teams, junior account representatives to forecast sales (Salesforce CRM).

## TECHNICAL SKILLS

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- CRM analytics and forecasting
- Project Management
- Participant enrolment
- Digital Marketing
- AI enabled learning solutions
- Data analytics and reporting
- PowerPoint presentations and pitching

## LEADERSHIP EXPERIENCE

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- Leadership Development Workshops: Designed and facilitated strategic workshops on leadership effectiveness, business development, and negotiation tactics for senior executives
- Board of Trustees at the Talent Tap (Social Mobility charity): Provided strategic guidance on organisational development and program effectiveness | Dec 2021-July 2024
- FARE (ERG) - Founder & Chair | Said Business School: Led strategic initiative development for inclusion | Jun 2021-Mar 2022
- The Women Social Network (ERG) | Co-founder | Said Business School: Developed strategic framework for gender equity initiatives | Dec 2019-Mar 2022

## University of Oxford - Said Business School

2018 - 2022

### Business Development Manager

- Owned a portfolio of corporate partnerships for executive and leadership development programmes, advising clients on talent challenges and shaping customised solutions.
- Consulted with senior HR and business leaders to design programmes addressing recruitment, assessment, and leadership capability development, aligning solutions with organisational goals.
- Designed and introduced a partnership model that improved engagement and drove 80% client retention across diverse industries.
- Represented Oxford Saïd at UK and international industry events, strengthening relationships with large-scale corporate clients and building new opportunities.
- Oversaw pipeline management, forecasting, and P&L for executive education partnerships, ensuring delivery against sales and impact targets.
- Coached and led a team of consultants, scaling client engagement processes and ensuring consistently high levels of client satisfaction.

## Speak Group

2016 - 2018

### Strategic Business Development Manager

- Consulted with the CEO and senior leadership on investment opportunities, developing comprehensive business cases and strategic growth plans.
- Led complex stakeholder negotiations and managed commercial agreements with international lifestyle brands to expand partnership networks.
- Designed and presented strategic business analyses to venture capital partners, securing significant investment funding.
- Created data-driven business plans covering market analysis, pricing strategies, and customer engagement models, supporting the launch and scale of Ummah Mobile.

## Earlier Career

- Head of Marketing & Strategic Development (FTC) | GH Food Group - UK - 2016
- Senior Business Development Consultant | Safa'a Al Khaleej - Oman 2015-2016
- Head of Business Development & Strategy | MyClinic - Oman - 2015
- Business Development Executive | Ipanema Technologies - Paris (2013-2015)
- Inside Sales | Clara Technologies -Caen 2012-2013



## EDUCATION

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- BA History | Université de Caen, France (2007-2010)
- Diploma in Digital Marketing - Digital Marketing Institute (2025)
- Oxford Developing Management & Leadership Practice | University of Oxford (2021)
- Negotiations Masterclass | Oxford Saïd Business School (2019)
- Communication & Public Speaking | Headspring Executive (2019)