

Lamiaa Daif

The Mastermind of Innovation

Worldwide Strategy Leader Apple - Morocco & USA - Tech

At 17, she left Casablanca for Paris, carrying her Moroccan family's belief in resilience, adaptability, and boldness. Those values propelled her through rigorous finance studies and into the fast-paced world of Private Equity investing in Paris and then New York.

At Ardian, Europe's largest Private Equity fund, she led multi-billion-dollar deals, analyzing hundreds of businesses across industries and geographies. It was a high-stakes environment where she learned to navigate complexity, build strategies for growth, and advise leadership teams on transforming industries. On paper, she was thriving. But the relentless pursuit of success left her disconnected from herself.

A health crisis became her turning point. Forced to pause, she redefined what success meant—not just achieving outward milestones, but aligning her purpose with her actions. This moment of reinvention led her to Stanford University, where she gained the tools and clarity to rebuild her career and life.

Pivoting into tech at Apple, she now leads the global sales strategy for Mac and iPad, driving market share growth in diverse markets and managing part-

nerships with cross-functional, international teams. Her career has been defined by one theme: driving growth—whether for industries, businesses, or individuals.

Her journey taught her a critical lesson: sustainable growth—whether for businesses or people—starts from within. This realization inspired the creation of the Inside-Out Model®, a framework that helps leaders and organizations break through stagnation, align strategy with vision, and achieve meaningful, lasting growth.

At Apple, she applies this approach to scale global sales strategies, crafting solutions for dynamic, competitive markets. In coaching, she guides leaders to navigate career pivots and embrace bold transformations. As a speaker, she shares her insights on leadership, innovation, and resilience—including at TEDx Talk at Stanford University, where she explored how listening to our body's wisdom can prevent burnout and unlock clarity.

The common thread is clear: growth isn't just about doing more; it's about doing what matters, with purpose and alignment.

Her Moroccan heritage is a source of pride and inspiration. It's where she learned to

see challenges as opportunities and where her journey began. Giving back to Morocco is both a responsibility and a passion.

She envisions Morocco as a hub of innovation, where global startups are born, young leaders shape industries, and women lead boldly. Through advising organizations, coaching leaders, and investing in entrepreneurs, she aims to bridge Morocco's talent with global opportunities.

Her journey from Casablanca to Silicon Valley proves one thing: reinvention is always

possible—and often necessary. Morocco's future lies in its ability to lead with creativity, innovation, and courage.

To the next generation of leaders, she offers this message: our roots are our greatest strength, and our potential knows no limits. The next chapter for Morocco is about more than following trends—it's about setting them.

