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DIRECT INVESTORS



Rajaa Mekouar
Founder & CEO of
Calista Direct Investors

Rajaa is a PE investor and financial entrepreneur with 25 years of experience across private markets globally. She worked as a GP in different funds focused on the mid markets and as an LP with family offices in UK and across Europe. She is the founder and CEO of Calista Direct Investors, an independent buy-side advisory and co-investment platform dedicated to sourcing and selecting investments for private investors (www.calista-directinvestors.eu).

Rajaa sits on several PE-related family-owned boards in Luxembourg where she moved in 2016, after 15 years in London. She was awarded “Inspirational Woman in Finance” in 2020 and led the Luxembourg Private Equity Association (LPEA), between 2018 and 2020. There, she launched the PE4W platform to promote Women in PE and the LPEA Insights conference series. Rajaa also supports young artists and musicians and participates in local charity projects.

Rajaa was born and raised in Morocco, studied in France and spent most of her career in the UK. She speaks 6 languages and is a graduate of HEC Paris (Grande Ecole) and INSEAD (MBA). Rajaa holds three nationalities: Moroccan, Luxembourgish and British.

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