Cyrille C. Catel

Architect of organizational transformation – and of the systems that turn ideas into action.

- FOUNDER & CEO, APX VISION FZE
- FOUNDER, WATER RIDERS®, MOBULA®, AEQUORA LIVING®, GASTRONOMIC ART & HEROES CIRCLES
- AUTHOR, AOMS 6.0™ & INTENTIONAL VISION ANCHORING

I turn ideas into action, hence ideACTion, by designing organizations and building business ventures. Thirty years of operational leadership, now spent in the Gulf turning ideas with no precedent into running businesses.

Who I am

I am an Adaptive System Architect. Like Dr. House, I read organizations as systems, then build inside them: the method, the structure, the venture. My only difference with Dr. House is that I actually like my customers and partners.

I am the founder and CEO of APX Vision FZE in Dubai, the company that carries my method, **AOMS 6.0™** — a published organizational system registered with the Swiss National Library. I also founded Water Riders®, Mobula®, Aequora Living®, Gastronomic Art and Heroes Circles, and I am the author of **Intentional Vision Anchoring**.

Before this, thirty years of operational leadership at Covance, Grünenthal, CYLAD Consulting and Givaudan, across pharmaceutical, consumer, industrial and professional services organizations. I am a DBA candidate at Grenoble Ecole de Management from November 2026.

I work internationally in English and French. I answer personally.

CREDENTIALS

DBA CANDIDATE
Grenoble Ecole de Management, from Nov 2026

MBA
Visionary Leadership & Innovation, 2025

EXECUTIVE COACHING
IMD Lausanne, 2024

LEAN LEADERSHIP
INSEAD & McKinsey, 2012

SIX SIGMA
Black Belt, ASQ, 2010

PUBLISHED
AOMS 6.0™, ISBN 978-2-9701867-4-8
Intentional Vision Anchoring, ISBN 978-2-9701867-1-7

Track record

What already exists, in the order it happened.

2016 — The IDNA Factory (up to 2026, France & Switzerland), continued since July 2026 under APX Vision FZE established in Dubai

The vehicle that holds the method and structures the ventures. It is the company behind everything listed on this page.

2022 — Water Riders® founded

Master France Distribution of the Manta5 XE-1 (Bike Foil), Bike Surf Nautical Base in Geneva and Nyon (Switzerland) and Gigaro - La Croix-Valmer (France). Five years of a privileged network built piece by piece, now brought to Dubai and the GCC region (Dec 2026).

2023 — Mobula® founded

Manta5 XE-1 upgrade and first 100% muscular Bike Foil prototype. Ongoing Bike Foil floating system redesign, adding a rear pontoon to improve stability at take-off, with lines drawn in Italy and inspired by five exceptional supercars (Dec 2026).

2024 — Intentional Vision Anchoring published

Originally published under the title "Paint Your Dream Life," registered with the Swiss National Library. Your environment shapes you before your intentions do, and social media, news and advertising quietly pull attention away from what you want. Intentional Vision Anchoring turns your physical and digital surroundings into anchors that keep pointing your subconscious at the life you are choosing to create.

2026 — AOMS 6.0™ published

Adaptive Organization & Management System 6.0™ — Foundational Edition, published 24 May 2026 and registered with the Swiss National Library. Seven indices, twelve expert-administered assessments, four sectors (public, private, nonprofit, hybrid/fourth-sector), three lifecycle phases (startup, scaling, mature).

2026 — Mobyfly GCC agent appointed

Appointed official Business Development Agent for the GCC region, offering this Swiss hydrofoil innovation (passenger transfer, flying waves up to 2.5m, 60 km/h, 140 km autonomy) to GCC operators and private owners.

Note: Has been in close contact with Mobyfly since 2023, during its Prototyping Phase, which entered its Production Phase in 2026.

Chapters

Five chapters, each one answers a different question about how I work.

01 Strategic Consulting & Method

The system view. How an organization is read, scored and rebuilt — and the company that carries it.



APX Vision FZE

OPERATING

The Dubai company that powers the method and structures the ventures.

apx.vision

AOMS 6.0™

OPERATING

The online edition of my method. Seven indices, twelve diagnostics, expert-administered — a facilitated assessment, not a survey.

aoms-6-0.wiki

02 Assets Selection & Management

Rare assets, prime locations, assembled and documented — sourced through a trusted network rather than a catalog, and managed internally for full control and accountability.



Dubai Trophy Assets Bundle

IN DEPLOYMENT

A curated bundle of rare trophy assets in prime locations, assembled for a single acquisition — the kind of pieces whose availability depends on rarity, location, potential capital evaluation, and exclusive UHNW services. The bundle offers a +100% ROI at exit (5 years - early 2032) to its participating co-investors.

share.apx.vision/DubaiTrophyBundle

03 Nautical & Water Activities

The oldest chapter, and the most delivered. Built since 2022, in use today.



Water Riders®

OPERATING

Nautical apparel and equipment, water sport centers, training, and the network behind the collections. Since 2022.

water-riders.com

Mobula®

OPERATING

Water bike upgrades (e.g., mobility and flotation design), including the Mobula® bike foil platform. Since 2023.

water-riders.com/pages/mobula-bike-foil

Mobyfly GCC

OPERATING

Official Business Development Agent for the GCC region — a Swiss flying-boat innovation (passenger transfer, hydrofoil, flying waves up to 2.5m, 60 km/h, 140 km autonomy) opened to Gulf operators and owners.

mobyfly-gcc.boats

04 Gastronomy, Tourism & Floating Hospitality

Where the Gulf is going: hospitality with zero footprint, and fine dining tables worth traveling for.



Aequora Living®

IN DEPLOYMENT

Floating hospitality with zero footprint and zero emissions.

Dubai: Shared with Dubai authorities and a first circle of potential investors.

dubai-aequora.luxury

Abu Dhabi: In discussion with DCT sections: Investments and Incentives, Eco Tourism, Maritime, and Cruise.

abudhabi-aequora.luxury

Aequora Shuttle Services

IN DEPLOYMENT

Hydrofoil water transfer (flying waves up to 2.5m, 60 km/h, 140 km autonomy) connecting Abu Dhabi, Dubai, and Ras Al Khaimah, and between shore and waterfront destinations — shared with Dubai's authorities and in discussion with Abu Dhabi DCT.

aequora-shuttle.services

Gastronomic Art

IN DEPLOYMENT

A partnership with Ruba Khoury as Executive Chef — born and raised in Dubai, running her own restaurant in Paris (Dirty Lemon), and winner of Top Chef Middle East 2026. Fine dining tables as a work, not as a service.

gastronomic.art

05 Impact & Community

The chapter that gives back. Circles rather than audiences, and objects that fund the circle.



International Heroes Circles

IN DEPLOYMENT

Founded in 2023 and relaunched in 2026. A four-level international circle (Silver, Gold, Platinum, and Elite) to recognize daily heroes and heroines (e.g., investors, entrepreneurs) and accompany members along their journey from Silver to Elite. One sign of belonging and recognition: a unique luxury Swiss watch matching the value of the 3-year membership of each circle level.

heroescircles.org

RiseNow Thrive Together

OPERATING

An NGO launched in 2025 in Geneva, Switzerland, to help the young generation find their unique purpose in order to make a living out of it. The program is being adapted for Dubai and Abu Dhabi.

04 — AVAILABILITY

Partnership

Deliberately understated. Three sentences, and nothing to sign.

WHAT IS OPEN TO DISCUSSION

Selected ventures where a partner adds reach, capital, or local execution — the Dubai Trophy Assets Bundle, Aequora Living® in Dubai and Abu Dhabi, and Aequora Shuttle Services.

HOW AN INTRODUCTION REACHES ME

Directly, or through a mutual contact. I reply personally, and I keep conversations quiet.

WHAT I BRING

My personal system architect gift, thirty years of operational leadership and strategic consulting, a proprietary methodology that makes a structure visible before it is built, a global network, and the ability to execute from Dubai with international connections.

STATUS VOCABULARY

OPERATING

Built, delivered, in use today.

IN DEPLOYMENT

Under way, at the stage named in the card.

OPEN TO A STRATEGIC PARTNER

Where it is true, and never with an amount attached.

No prices, no projections, no offers on this page.

Contact

If any of these subjects meets your projects, I would be glad to talk.

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BASE

Dubai, United Arab Emirates

SUPPORT & INTERVENTION

International

LANGUAGES

English, French

COMPANIES

APX Vision FZE, Dubai

Cyrille C. Catel

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