

Contact

www.linkedin.com/in/gosiacabaj
(LinkedIn)
www.goethe.de/uk (Company)

Top Skills

Digital Communication
KPI Implementation
Library Management

Languages

Polish (Native or Bilingual)
German (Native or Bilingual)
English (Full Professional)

Certifications

ada | fellowship Future skills for professionals
INSEAD - Design Thinking and Creativity for Business
Metadata: Organizing and Discovering Information
Emerging Leaders in the Digital Age
Digital Transformation Strategy

Publications

From documentation to participation. New purposes of digitisation projects for museums

Gosia Cabaj

Head of Digital Transformation at the Goethe-Institut, Germany's global cultural institute
Munich, Bavaria, Germany

Summary

Gosia Cabaj is Head of Digital Transformation at the Goethe-Institut, responsible for global digital strategy, innovation, and AI implementation. With over ten years of international leadership experience in Munich, Athens, and London, she has driven digital transformation across the institute's network and built expert communities. Gosia led the "Living in a Quantum State" project, exploring quantum technologies through art, and initiated "Artificially Correct," focusing on AI and cultural diversity. She holds a Master's in Arts and Media Management and completed executive programs at Imperial College and INSEAD.

Experience

Goethe-Institut e.V.

11 years 11 months

Head of Digital Transformation

July 2024 - Present (1 year 9 months)

Munich, Bavaria, Germany

As Head of the newly established Digital Transformation department, I hold full disciplinary and strategic responsibility for driving digital change at the Goethe-Institut on a global scale. I lead the development and implementation of an institution-wide digital strategy, ensuring it is closely aligned with our institutional goals, IT governance, and innovation objectives.

In this role, I advise the executive board and senior leadership on digital strategy, portfolio steering, and IT-related decisions, contributing to a robust and agile governance framework. A major focus of my work is to foster strategic clarity and embed data-driven decision-making across all levels of the organization.

I oversee the global digital portfolio (including evaluation, resource management, and investment decisions) and coordinate the adoption of

digital innovations that support both mission and operational excellence. To implement this vision, I am building a global network of digital experts and work closely with regional and central teams.

One of the current strategic priorities is to assess how Artificial Intelligence impacts our institutional mission and operational practices. I ensure that we not only use the right AI tools—evaluated for ethical soundness, functionality, and strategic fit—but also that our staff are empowered through training to use them responsibly. This includes both technical onboarding and the development of ethical and cultural literacy around AI.

At the same time, we explore AI-driven innovation within the Goethe-Institut itself, developing prototypes, use cases, and frameworks that reflect our role as a globally networked cultural and educational institution.

I represent the Goethe-Institut in digital policy discussions and conduct stakeholder engagement with funders and partners. Through this, I contribute to strengthening our international position as a culturally rooted but digitally progressive institution.

Head of Information Services Northwestern Europe Region
September 2019 - June 2024 (4 years 10 months)

London

As part of the regional management team, I was responsible for the digital transformation of cultural institutes in Northwestern Europe. Having developed a digital transformation strategy in a collaborative process with senior stakeholders, I reported on the KPIs and helped the institutes achieve goals with workshops and team coaching. I led two on-site teams in the London office: the digital communications team and the library team, as well as two remote teams. A big part of my role was networking with experts from the digital industries, emerging technologies, translation, and literature, and designing programmes to foster cultural exchange between the UK, Germany, and the rest of the world.

Management Trainee
September 2018 - August 2019 (1 year)

Athens, Greece

Within the Goethe-Institut, I have successfully applied for a management traineeship. During the nine months, I was engaged in job-shadowing and participated in many internal training modules, including leadership,

communications and legal aspects of management (managing public money, employment law).

At the end of the traineeship I presented a case study on how to measure the cultural policy impact through web statistics and how visualization might help address senior stakeholders.

Web Project Manager

May 2015 - August 2018 (3 years 4 months)

Munich Area, Germany

In this role I was responsible for managing digital projects with instituts from South America, North America and Central Eastern Europe. That included user analytics (web and social media analytics), UX design, requirement management and SEO. Over the years my role has shifted more towards training development, both for technical (CMS, multimedia production) as well as conceptual aspects (personas, copywriting).

Web-Projektmanagement Trainee

May 2014 - April 2015 (1 year)

Munich Area, Germany

Trainee

Bucerius Kunst Forum

Intern

October 2012 - December 2012 (3 months)

Rejon Hamburg, Niemcy

Internship

Education

Hochschule für Musik und Theater Hamburg

Master, Kultur- und Medienmanagement, Kultur- und

Medienmanagement · (2011 - 2013)

Uniwersytet Łódzki

Magister, Art History, Art History · (2006 - 2011)

Rheinische Friedrich-Wilhelms-Universität Bonn

Art History, Art History · (2009 - 2009)