



NADJA EL FERTASI

"SEEK TO UNDERSTAND BEFORE BEING UNDERSTOOD."

HI, NICE TO MEET YOU!

Do you want to have a strong foothold within your company? As a crisis management and security expert with two decades of experience in NATO, I help leaders like you in developing emotional resilience through a simple 3-step system. By helping you and your team to adapt to the challenges of the digital age, by bending and not breaking. I use a proven system of Preparedness, Resilience and Readiness. With my help, you can rest assured that your team will be equipped to face any challenge that comes their way and safeguard the engine of your company, your people. Join me in building emotional firewalls to empower your team against the challenges of the digital age.

WORK EXPERIENCE

Thrive with EQ

2019 - PRESENT

Founder

- Develop and implement innovative e-emotional resilience e-learning experiences to reduce the human risk of falling prey to cyber crime through emotional intelligence strategies.
- Using a proven 3 Step System of Preparedness, Resilience and Readiness to help Executive Leadership build a strong foothold in their companies.
- Train and Coach leadership teams to build emotional resilience strategies based on my two-decade crisis management and security experience in NATO.

McDonald's Belgium

Employee Engagement Consultant, Interim

2022

- Successfully led a significant IT deployment in Belgium by coordinating with McDonald's Global and franchises. Demonstrated strong program management and alignment skills.
- Bolstered employee engagement by aligning corporate initiatives with staff needs, solidifying McDonald's position as a preferred employer.
- Strengthened McDonald's brand by developing and executing targeted marketing strategies that highlighted the company's unique culture. This helped to attract and retain top talent.

NATO

2009 - 2019

Senior Executive, Partnership Officer and Industry Relations

- Successfully translated complex cyber threat landscapes into actionable intelligence for political, military, and civilian committees within NATO, resulting in improved situational awareness and strategic decision-making.
- Spearheaded cross-functional workstreams to elevate the cyber defense acumen of the Agency's personnel through education and training initiatives.
- Cultivated and nurtured strong stakeholder relations across member nations, cementing the Agency's reputation as NATO's central hub for digital and cybersecurity expertise.

CONTACT

+32 471907005

nadja@thrivewithEQ.com

Brussels, Belgium

thrivewithEQ.com

EDUCATION

2011 - 2014

UNIVERSITY OF CAMBRIDGE

- Master of International Relations in Security Studies

2006 - 2009

UNIVERSITY OF LEIDEN

- Bachelor of Communication

SKILLS

- Emotional Intelligence
- Project Management
- E-Learning
- Training Teams
- Cyber Resilience
- Leadership
- Effective Communication
- Critical Thinking

LANGUAGES

- English (Fluent)
- Dutch (Fluent)
- French (Fluent)
- German (Basics)
- Arabic (Spoken)
- Italian (Intermediate)

MY STORY

I was taught early on by society and at school that there is no place for big dreams for people like me, a daughter of an immigrant. What I learned early on in life is that, while it is true that often we are our own biggest limit in life, the lack of resilience in pushing through the emotional roller coaster we feel when reaching for the stars will keep us small. So I listened to that little voice inside that knew I could break brick walls and do anything I set my mind to. Along the way, I faced challenges, hurdles, and opportunities which all contributed to where I am today: the proud Founder of Thrive with EQ and obsessed with emotional resilience.

I spent nearly two decades at NATO, the world's largest crisis management and security organization, where we were either in conflict or being prepared to be in conflict. This level of preparedness, resilience, and readiness is what I bring into my mission. At NATO, I had the privilege to work with people from over 40 countries, at all levels, which helped me master the art of stakeholder engagement and emotional intelligence.

This valuable experience harnessed over two decades I use to design, develop, and deliver emotional resilience immersive experiences through a 3-step test and tried system of preparedness, resilience, and readiness. I use emotional intelligence as a bridge to harmonize the technical discipline of cybersecurity with the emotional resilience of human behavior under pressure, based on my practical experience.

A proud mommy and founder moment when I was selected to be part of the book "Hacking Gender Barriers: Europe's Top Cyber Women" featuring 100+ influential women in cybersecurity across Europe by the Women4Cyber foundation.

I am a mathematical disaster, but I am a lover of cultures and languages and am fluent in Dutch, English, French, spoken Arabic, with a good understanding of Italian and German.

My top character signature strengths surveyed by the VIA Character Institute are Creativity, Kindness, Bravery, Social Intelligence, Perspective, Humor, and Curiosity.

I am dedicated to leveraging my three decades of learning, experience, and insight for your benefit. My mission is to guide you in developing emotional intelligence and cultivating resilient leadership. This approach is designed to ensure that both you and your team are equipped to adapt and thrive amidst the challenges of the digital age, maintaining strength without succumbing to the pressures.

MY BIO

Nadja El Fertasi is a leading figure in fostering emotional resilience within the digital age. Her comprehensive expertise spans crisis management, strategic stakeholder communication, and emotional intelligence, creating a unified approach to enhance the human side of digital advancements.

Having spent nearly two decades at NATO, including a significant role in the NATO Communications and Information Agency focusing on Digital Transformation & Cybersecurity, Nadja has been a pivotal figure in strategic engagement and communications. This role highlighted her commitment to navigating and leading through the complexities of cybersecurity and digital transformation.

With over 15 years dedicated to cybersecurity at NATO, Nadja has emerged as a respected expert in her field. Her contribution to the cybersecurity community was acknowledged in "Hacking Gender Barriers: Europe's Top Cyberwomen," by the Women4Cyber foundation, which recognized her as one of Europe's influential figures in cybersecurity.

Nadja's experience working with individuals from over 40 countries has equipped her with the unique ability to build trust and foster understanding across diverse cultures and industries. This skill is crucial in her work, where she designs resilience and readiness strategies to help clients adapt and thrive through digital changes.

Central to Nadja's approach is the concept of "emotional firewalls," which leverages emotional intelligence to strengthen resilience against the challenges of the digital era. She employs the EQ-i 2.0 model and the character strengths framework from the Values in Action Character Institute to support this process.

Nadja is multilingual, fluent in Dutch, Arabic, English, French, with a good understanding of Italian and German. She's an alumna of the German Marshall Fund Marshall Memorial Fellowship program (2018), holds a postgraduate degree in International Relations from the University of Cambridge, and served as a co-chair at the GLOBSEC 2019 Bratislava Forum's largest side event.

In November 2020, Nadja led regional cyber leadership webinars for the World Savings Banks Institute (WSBI), in partnership with notable organizations such as the Global Cyber Alliance (GCA) and the Cyber Fin Project of the Carnegie Endowment for International Peace, contributing to a global dialogue on cyber leadership.

Today, Nadja is the voice behind the EQ Elevator Podcast, where she assists businesses in cultivating leadership that's resilient and equipped for the digital age's challenges. Her work is dedicated to shaping a safer, more emotionally intelligent digital landscape, where individuals and organizations can thrive amidst technological disruptions.