



# NADJA EL FERTASI

CEO/FOUNDER THRIVE WITH EQ

## BACKGROUND INFO

Hackers manipulate people based on their emotions. I help managers mitigate social engineering attacks through simulations & emotional intelligence training for their (remote) teams. Want to learn how?

## PREVIOUS EDUCATION

### GERMAN MARSHALL FUND MARSHALL MEMORIAL FELLOW

Fellowship | Completed May 2018

Building bridges between multinational security institutions and the private sector in embracing tech innovation to address pressing security challenges.

### UNIVERSITY OF CAMBRIDGE

Master in IR | Graduated May 2014

My main focus was on security studies with essays developed on Middle East, China, Public Opinion, Transitional Justice and European Foreign Policy. Research title: France's Quest for Security in the 21st Century: Between Ambition and Reality.

## GET IN CONTACT

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## EMPLOYMENT HISTORY

### SENIOR EXECUTIVE NATO

December 2015 - May 2019

As a Senior Executive in NATO's Cyber Executive Arm, I was responsible for translating the digital impact on political and military priorities for the Alliance and their members.

### STEERING COMMITTEE WOMEN IN INTERNATIONAL SECURITY BRUSSELS (WIIS)

2018 - 2019

Women in International Security (WIIS) is the premier organization in the world dedicated to advancing the leadership and professional development of women in the field of international peace, security and defence.

# SUMMARY

Nadja has worked for nearly two decades at NATO, the world's largest crisis management organization. Her last position was Senior Executive at the NATO Communications and Information Agency, responsible for strategic stakeholder engagement and communications for implementing NATO and Nation's Digital Transformation programs. Having worked closely with people from over 40 countries, she is uniquely skilled in fostering trust and understanding among diverse, global stakeholders in both the public and private sectors across various industries.

At Thrive with EQ, Nadja designs and facilitates cyber-crime simulations to help people build emotional firewalls against social engineering attacks. She possesses the latest credentials in the field of emotional intelligence and trained with leading experts in the field.

A proven leader, Nadja is an alumna of the 2018 German Marshall Fund Marshall Memorial Fellowship program, a postgraduate from the University of Cambridge in International Relations, and Co-Chair of the largest side event of the GLOBSEC 2019 Bratislava Forum and the inaugural cyber security crisis simulation.

In November 2020, Nadja led the regional cyber leadership approach webinars for the members of World Savings Banking Institute (WSBI). The series of webinars were part of a global initiative with Global Cyber Alliance (GCA), and in partnership with the Cyber Fin Project Team of the Carnegie Endowment for International Peace.

Nadja's character is what defines her passion and purpose in her work and the relationships with her clients. Her personality is fuelled through her character signature strengths, which include creativity, wisdom, humor, bravery, social intelligence, curiosity and kindness. She is fluent in Dutch, English, French and has a good understanding of Italian and German.