



Nada Lena Nasserdeen

2x TEDx Speaker | Best Selling Author | 20 under 40 | Corporate Trainer | Leadership & Confidence Coach | Founder @Rise Up For You



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About

Nada Lena is the founder and CEO of Rise Up For You, #1 Best Selling Author, Leadership and Career Confidence Coach, and 2x TEDx Motivational Speaker.

With over 10 years of experience as a college professor and former top executive for an education corporation, Nada understands the importance of fusing education, empowerment, and leadership together as she works with her clients and speaks to audiences worldwide. She has a Master's degree in Executive Leadership, and has coached and mentored over 50,000 individuals around the world on self-empowerment, career strategy, and soft skills.

Nada has been featured on hundreds of podcasts and radio shows as well as a featured motivational and educational speaker on platforms such as TEDx Talks, The Female Quotient, The California Human Resources Conference, The World In Leadership Diversity Conference, Women of Influence, The Virtual Coach Expo, The Wonder Women Tech, The Human Gathering, and more. She's spoken on platforms alongside the greats such as Tony Robbins, Les Brown, Marie Forleo, David Meltzer, and more! She can be seen and heard on Canada's Global TV, Radio Canada, Amazon Prime TV, and Bloomberg as one of the only female co-hosts of The Office Hours, a talk show that interviews celebrities, athletes, and world-renowned entrepreneurs. Most recently she was featured on a billboard in Times Square New York for her work.

Nada has been awarded 20 under 40 professionals, California Women of Influence for Entrepreneurship in 2021, the Keynote Speaker Award from the Lebanese Collegiate Network, and the OC Sheriffs Award for her philanthropic work with at-risk youth.

Her company, Rise Up For You has been featured worldwide and worked with brands such as CBS, Google Next 19, and various Fortune 500 companies as well as small businesses and currently has reach in over 50 countries with their programming. Rise Up For You is proudly Certified as a Women's Owned Small Business and Certified by the Society of Human Resources Management.



The greatest tragedy today is wasted human potential!

Trusted and Seen On



Rise up for you so that you can help others rise.

Signature Keynotes

- Emotional Intelligence: Mastering EQ for Personal and Professional Success
- Empower Your Journey: Unveiling the 6 Pillars to Becoming Your Best
- Closing the Potential Gap: Building Career Confidence for Lasting Success
- Stand Out, Be Heard, Stay Relevant: A Guide to Visibility and Influence
- Leading the Way: Empowering Women in Leadership and Beyond

Other keynotes are available. The above are the most popular to date.



If you don't have the confidence to take action, all of your degrees, certifications, and hard work will simply sit on the shelf.

Testimonials



Nada Lena was an invited speaker for our Development-wide, internal speaker series. Besides being quite professional, she was extremely engaging, well-received by the audience, and provided some really interesting and valuable tools to our attendees. Highly recommend for other companies looking for an accomplished speaker and thought leader.



Director at Gilead Sciences

Nada and Rise Up for You did an amazing job at our Women in Tech events at the Wynn Las Vegas! Her presentation was inspiring, informative and in many respects eye opening. The whole time before and during the event she was responsive, organized and showing a genuine interest in making our events successful. I have received a lot of excellent reviews and words of gratitude. Definitely recommend Nada for your events!



Senior Director of Integrated Marketing and Demand Generation at Acumatica

From the moment Nada Lena took the stage her message was captivating. Conscientious of engaging both in-person and virtual attendees, she rose to the challenge effortlessly - delivering a message laced with passion, wisdom, and sincerity that transpired through the virtual platform. She spoke to how transformative leadership is developed from within, addressed the common barriers that often hold women back, and shared her framework for overcoming such obstacles - a message of strength and potential.



Marketing Insight Specialist at U.S. Gain

Nada was the key note speaker for my office summit. She was real, vulnerable, relatable and inspirational. Spoke about being your best Personal Brand, Confidence and finding what is holding you back and overcoming. In short her message Rise Up For You is timely and relevant. I am looking forward to next time!



Partner in Charge, Las Vegas, Nevada Eide Bailly LLP



[MORE
TESTIMONIALS
HERE](#)

Leadership is a mindset! Everything else can be learned.

Recent Notable Keynotes

Human Resources:

- Workplace Wellness Dubai 23
- Twin Cities SHRM Conference, 23
- California HR Conference, 22
- Bakersfield SHRM Conference, 22
- Fresno SHRM Conference, 22
- Center for Intellectual Excellence Inclusify, 22
- Utah SHRM Conference, 22
- World Diversity Conference, 22 and 21

Women In Leadership:

- InvestHer Con 23
- Women of Influence Irvine 23
- Women of Greatness San Diego 23
- Women Lead Change Bettencourt, 22
- Women Lead Change Quad Cities Conference, 22
- Inland Empires Women in Leadership, 22
- The Future of Women, 22
- SHE Influences, 22
- Michigan Athena Chamber of Commerce Women In Leadership, 21
- New Sage Wisconsin Women In Leadership Conference, 21

Notable Organizations:

- Farmacy Corporate Conference 23
- Acumatica Conference 23
- Cambridge Investments Annual Conference, 22
- Women of Influence Irvine Chamber of Commerce, 22
- Virtual Coaching Global Conference, 22
- Lebanese Collegiate Conference, 22
- Arab American Foundation Conference, 22
- Michigan Athena Chamber of Commerce Women In Leadership, 21
- Dare to Soar Women In Business Conference, 21

Rise up for you so that you can help others rise.

Nada's #1 Selling Book



As a part of our partnership, we're happy to provide Nada's Book to you for a special price of \$10 each for the paperback or \$15 each for the hardback.

HARDBACK



PAPERBACK




★★★★★ 5.0 out of 5 stars Loved it! A great inspirational read

I'm so happy to have read this book. I walked away with a refreshed sense of self and a healthy boost of "I can do this". The personal stories were relatable, inspiring and swiftly carried me through from one "golden nugget" of wisdom to another - 45 in all. And if you're like me, there will be 3 or 4 in particular that hit home... especially great reminders during the backdrop of this pandemic.

Endorsed!

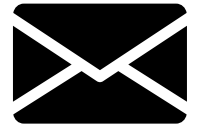
It's time to close your potential gap and step into your best self.

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Contact



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