



WALID NASSERDEEN, MA

Leadership Development Coach and Trainer |
Change Management Consultant |
Master Forecaster and Strategist |

With an academic background in finance and economics and over 15 years in operational leadership, Walid Nasserdeen is a seasoned operations executive, entrepreneur, and business advisor.

With expertise in corporate analytics and strategy, Walid understands not only what it takes to build a successful business, but also the importance of building sustainable systems and strategies for operational growth. He has experience working with start-ups, large corporations, and multi-national corporations such as Mattel, Moss Brothers, and Tropicale.

Walid is a community leader in Southern California who dedicates his time and expertise to multiple non-profit organizations, charities, and city initiatives. He currently sits on Economic Development and the Events Development Committee for the City of Long Beach Downtown Business Alliance.

Skilled in Operations Management, Business Planning, Data Analytics, Supply Chain, and Corporate Strategy



SIGNATURE KEYNOTE TALKS

- **Change Management-** How to Make The Shift Without Losing Morale
- **So You Want to Be a Leader?** How to Show Up and Be a Real Change-maker
- **What's Needed In The Workplace Today:** Why Are So Many Getting It Wrong?

COMPANY DESCRIPTION

Rise Up For You, founded by Nada Lena Nasserdeen, is an educational and motivational company that focuses on enhancing company culture and people development through teaching soft skills, aka human skills. Through our core principles; educate, inspire, experience, and connect, we are dedicated to fostering sustainable growth among companies and individuals.

Our mission is to help serve humanity through focusing on the most essential component; people.

We have designed interactive and experiential events, one to one coaching programs, and corporate trainings and workshops, with a special focus on the people, emotional, and social skills needed to be successful in today's world personally and professionally.

We've had the great honor of working and sharing our expertise at Google's largest conference of the year Google Cloud Next '19, The California Human Resources Conference, The Female Quotient, Wonder Women Tech, to name a few, in addition to working with name brands such as LA Fitness, Don Roberto, Free Wheelchair Mission, and more. Our work has been featured on a-multitude of platforms such as CBS, Face The Truth with Vivica A. Fox, and Lebanon's National Prime News Channel, LBC News.

Rise Up For You has most recently launched their 501 c3 non-profit organization, Rise Up For You Worldwide, which supports today's youth and the next generation through teaching the foundational life skills.

Both Rise Up For You and Rise Up For You Worldwide are committed to bettering humanity and supporting the 17 United Global Goals.

STAY CONNECTED

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