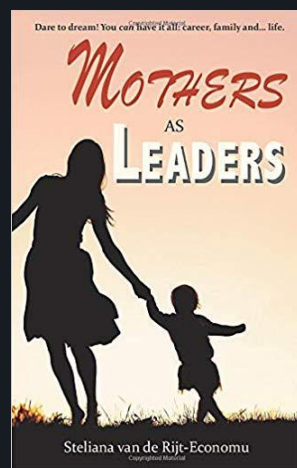




Steliana Economu

Author. Speaker. Coach

The 2019 global award for contribution to feminine leadership for the book 'Mothers as Leaders'



Everything you need to know before hiring Steliana to speak at

your next Event/ virtual /hybrid event

Please email my team at: steliana@mothersasleaders.com

with any questions about this pack





My Philosophy

'I believe in the importance of customizing every talk to the unique audience I am addressing. I want the audience to feel empowered to take action. That's why I work hard to collaborate with event organizers to ensure my talks help achieve your goals.'

My keynotes blend engaging research with real-world examples and practical tips that audience members can implement right away. My goal is not simply to entertain — or even educate — for an hour. It's to help build lasting change. I look forward to collaborating with you.'





About Steliana

Steliana van de Rijt-Economu is an internationally awarded author and seasoned executive team coach with over 20 years of experience in top-tier companies. As the Founder of '**Mothers as Leaders LLC**,' she leads group programs and Leader Labs that result in significant mindset shifts by fully unlocking the potential of executives and parents.

Steliana is a dynamic speaker known for her authentic, humorous, and engaging speaking style. Her presentations are insightful and packed with actionable strategies that inspire the audience to dream more and act more towards making a larger impact in the world.

As a sought-after author and keynote speaker, Steliana has delivered inspiring talks for industry giants such as *Shell, Microsoft, Renault, Salesforce, Heineken, and ING Bank*, among others.

She spoke at international and regional conferences such as the IBM Regional WIN Conference in Tokyo (2018), the Global WIN Conference in Athens (2019), the Equal Pay Conference in Prague (2021), TEDx in Constanta, Romania, and the 20th Women in Leadership Global Energy Conference in Houston (2024).

With an academic background in Finance, coupled with an international career in Organizational Development and leadership within the Energy, Life Sciences, and Academic sectors, she has been recognized for Innovation in Entrepreneurship by the World Bank InfoDev Agency in 2009 and for her contribution to feminine leadership in 2019.

Her debut book, '**Mothers as Leaders**,' earned her the Global WIN Award in 2019 and she has been featured in the Dutch print newspaper AD Den Haag, Thrive Global magazine, and the Institute of Coaching Harvard McLean Revealed Podcast.

Currently, she serves as an executive coach for the Rice Jones Business School Leadership Labs and as a guest lecturer for Erasmus University in Rotterdam. Originally from Europe (The Netherlands and Romania), she now lives in The Woodlands, Texas, with her husband Sjors and their two children.



Specialties for: Keynote Speaking

Leadership, Executive Presence and Personal Brand
Women in the Workplace/ Parenthood in Families and Teams /'Dare to Dream and Make it Happen' (personal leadership), Gender Cultures, Inclusive and Assertive Leadership

Organizational culture and High Value adding teams
-Change Management -Leadership Development –High Adding Value Teams -Culture Change through Behavioral Experimentation-Organization Development
-Strategic Workplace Inclusion



Previous talks

Inclusive Leadership & Assertive communication

With everything happening at the moment, it is clear that the next generation of leaders will need to look and talk differently. People need more caring and inclusive leaders who can balance power, assertiveness with empathy and caring. This talk will show you how to start growing those skills.



Previously at: 'Women on Boards event' 2021 Amsterdam, Finance Sector
Mothers as leaders (book) - Working Parent Identity

This talk is for working parents who need to find balance in the juggling act between career and family. It will give them tools, tips and the confidence to use them. It will equip managers to conduct effective work-life balance conversations.



Previously at: Heineken, Shell, ING Bank, Renault, Microsoft Romania



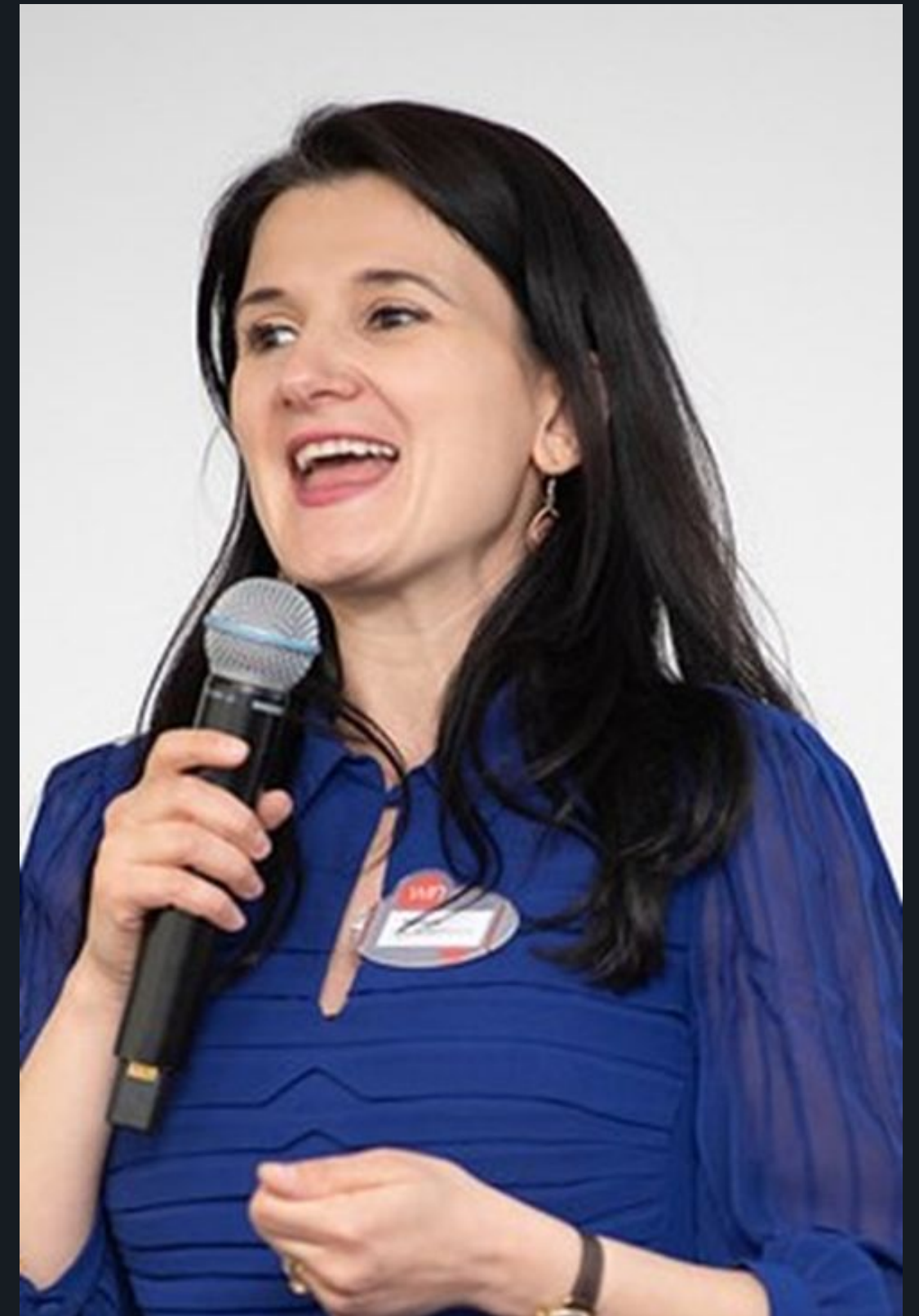
Previous talks

Dare to Dream and Make it happen with Positive Intelligence

We all have dreams. When we were kids, our dreams were big and expansive but as we grow-up we forget about them. The day-to-day survival and routine sinks in. We start judging ourselves or the others for it, we slowly become unhappy. *Previously at the WIN Conference, Equal Pay conference*

Authentic Leadership and Gender Cultures

The messages that we received as a child about what it meant to be a boy or a girl shaped our identity and eventually our leadership. While it is important to stay true to our authentic self, we have the responsibility to understand both gender cultures and its language and cues. *Previously at: Shell NAM, The*





Fees

Keynotes/Panel speech requiring travel

The fee for a keynote talk in the USA, Canada or Europe, where air travel and accommodation is necessary is between 6,000 - 20,000 USD, depending on the speech length, the set-up and the size of the audience. The organizer will need to cover which all air travel, hotel and incidental expenses.

Local Speaking engagements in Texas (max. 5hr drive area)

The fee for a speaker panel talk in Texas starts at 6000 USD and travel and accommodation will be covered by organizers, if necessary. The keynotes speech fee can be agreed case by case.

Speaking fees typically cover:

- 30-minute pre-event planning call with event organizers
- Book signing at the event



PREVIOUS SPEAKING CLIENTS



2021– Dare to Dream Event



2020 – Mothers as Leaders Session for Shell US /NL



2021 – Equal pay conference Prague – (1000 attendees – Prague)



2019 – In person conferences Women International Network Conference in Tokyo, Athens (250 attendees)



November 19-20, 2024 | Marriott Marquis Houston | Houston, Texas
WGLConference.com

2024 – In person and hybrid conference Houston, cca 2000 participants



July 2021 – Families as Teams Panel Speaker - alesforce Benelux



2020 – Leadership Lessons employee talk Renault Romania, Heineken Netherlands Microsoft Azure Romania

Speaking testimonials

"I invited Steliana as a speaker for Shell US employee network after reading her book. She delighted our audience with her story on leadership, parenthood and the cultural bias surrounding parents. she engaged us with coaching questions that reminded us that we can be leaders both at home and at work, if we stay close to our values. Her enthusiastic style makes her an entertaining and insightful speaker" (Lindsay Oyola, Shell US – President Women Network)

"Steli is a true inspiration to everyone with whom she speaks about personal reinvention and dreams . We had the honor of hearing her speak a couple times on the topic of leadership, dreams and challenges of biz women. Not only has she intellectually challenged each of us, she inspired us to take action and for individual improvement. We would highly recommend her to others! (Mascha Bekker, Sr Global Sponsorship & events expert, ING Bank)

Steliana delivered an engaging keynote for our 100+ HR staff . She has a unique ability to take what can be a soft topic like dreams and HR career – and make it both practical and meaningful. She gave our employees useful tools to manage expectations, stakeholders and grow their assertiveness throughout their career and did it in a fun way. (Simona Popovici, Group HR Director Renault)

Steliana worked with my global leadership team to build a common sense of purpose, raise levels of trust and awareness and improve communication and understanding within the team. With Steliana's help we improved team performance across the board. (James Hall, Chief of Staff to Group Crisis Team at Shell International)

'I enjoyed her (Steliana) upbeat personality. She was engaging in her presentation, professional with just enough humour to keep you involved without taking away from the real subject at hand.' (Luiza Banyai, HR International Director, Amber)