



Prof Deborah Nas

Prof. Deborah Nas is a renowned keynote speaker who makes cutting-edge technologies like AI and quantum computing accessible and inspiring. With her engaging style and deep expertise in innovation, she delivers tailored talks that resonate with any audience, empowering organisations to embrace the future.

KEY TOPICS

- Leadership and Innovation
- Demystifying AI
- The Future of Work / Mobility
- Technology Trends in Healthcare / Finance / Construction and Real Estate
- Preparing for Disruptive Technologies: AI and Quantum

BIOGRAPHY

Prof. Deborah Nas: Inspiring Innovation Through Technology and Strategy

Prof. Deborah Nas is a technology trendwatcher, a professor of strategic design for technology-based innovation at the Delft University of Technology, and serves as the innovation lead at the Centre for Quantum & Society, where she is spearheading an exploration into the impact of quantum technology on industry and society. Additionally, she is a supervisory board member at Hardt Hyperloop, pioneering a groundbreaking new transportation system, and a member of the investment committee of Innovation Quarter Capital, a €143 million deep tech investment fund. Deborah is a sought-after keynote speaker, particularly recognised for her inspiring presentation style, her insights into the effects of new technologies on our future, and for making technology easy to understand for every audience. She tailors her presentation to each event, creating a unique storyline that resonates with your audience. Deborah is the acclaimed author of 'Design Things That Make Sense', a practical guide for navigating the world of innovation, the perfect giveaway if you want to equip your audience with practical tools and tips to navigate the world of innovation.

Academic and Practical Insight

As a professor at Delft University of Technology and a hands-on practitioner, Deborah seamlessly bridges academic theory with real-world application. Her ability to translate complex concepts into actionable insights captivates audiences, delivering fresh perspectives that inspire and drive meaningful change.

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Extensive Industry Experience

With 16 years as co-founder and manager of a strategic innovation agency, Deborah has helped global and local brands across finance, telecom, consumer electronics, retail, FMCG, mobility, and government sectors future-proof their businesses. Her deep understanding of industry challenges and terminology allows her to customise her presentations to resonate powerfully with specific industries and audiences.

Simplifying Complex Technologies

Deborah works alongside top AI and quantum scientists, developing a rich expertise in cutting-edge technologies. Her talent for making these complex ideas easy to grasp for any audience—regardless of their technical background—makes her an exceptional speaker. By illustrating concepts through innovative and relatable applications, she inspires audiences and leaves a lasting impact.

Pioneering Quantum Technologies

As the founder of the Centre for Quantum & Society, part of QuantumDelta Netherlands, Deborah is at the forefront of assessing quantum technologies' societal and industrial impact. This expertise allows her to provide audiences with a compelling sneak peek into the quantum future, exploring groundbreaking opportunities and pressing challenges in a way that is fresh and engaging.

Influential in the Start-Up Ecosystem

Deborah is a key player in the Dutch start-up world, serving on the supervisory board of Hardt Hyperloop—Europe's premier hyperloop scale-up—and as a member of the investment committee for Innovation Quarter Capital, a €143 million deep tech fund. Her firsthand experience with the hurdles and triumphs of tech start-ups, combined with strategies for successful corporate-startup collaborations, offers invaluable insights for her audience.

Multidisciplinary & Global Cultural Perspective

Deborah operates at the intersection of technology, business, and psychology, where she skilfully aligns technological advancements with unmet customer needs. By connecting multiple trends and unlocking new business models, she paints a comprehensive picture for audiences, helping them understand and leverage the broader landscape of innovation. Perspective Having led innovation projects in Europe, Africa, and Asia, Deborah brings a wealth of cultural knowledge to her talks. Her love for travel and curiosity about the world have fostered a deep cultural sensitivity, making her relatable and impactful in diverse settings across the globe.

Engaging Presentation Style

For over six years, Deborah has delivered highly acclaimed keynotes, celebrated for her engaging and personal delivery. Her use of relatable anecdotes and an approachable style creates a strong connection with the audience, sparking curiosity, driving engagement, and leaving listeners feeling inspired and ready to act.

Book Deborah Nas To Speak At Your Next Event!

Deborah's unmatched ability to translate cutting-edge technology and innovation into engaging, actionable insights makes her the ideal keynote speaker to captivate and inspire your audience. With a unique blend of academic expertise, industry experience, and global perspective, Deborah delivers tailored presentations that resonate deeply with diverse audiences. Whether your focus is on future-proofing your business, understanding emerging technologies like quantum computing, or exploring innovative opportunities, Deborah's thought-provoking talks leave a lasting impact. [Contact us](#) today to learn more about booking her for your event!

WHAT PEOPLE SAY

"The team and I often reference your amazing talk, as it left us all so inspired!"

— Tiya Fazalbhoy, Global Marketing for Hydration, Sports, Tea and Coffee at The Coca Cola Company

"Thanks for excellent presentation in our leadership meeting. I was anxious how the topic would land with this audience - it landed very well. You managed to strike the good balance between authority, straight feedback, and connect with the audience to keep them highly engaged."

— Emiel van Dijk, Global Strategy & Innovation at Cargill Cocoa & Chocolate

"Deborah was the closing keynote at our World Workplace Europe conference and gave excellent insights on technology, innovation and the future of facility management. She spent time to prepare her presentation so it resonated with our target audience and we received excellent feedback from our participants from all over the world on the content and presentation."

— Lara Paemen, Managing Director IFMA EMEA