

## PNUD / UNDP



### Najat Rochdi

#### Deputy Director, UNDP Geneva Office

Najat is Moroccan. She is born in June 1961, and is holding a Doctorate in Mathematics and is Engineer in Computer Sciences. She speaks fluently and writes in Arabic, English and French.

Najat is currently the Deputy Director of the Geneva UNDP representation office and is in charge of Policy, Communication and Operation since 1st of June 2008. As the Deputy Director, Najat supports the development of substantive strategies and policies aligned with corporate priorities to strengthen UNDP's partnerships with agencies of the United Nations system in Geneva and those with HQ in Europe, to formulate and implement a partnership strategy for engaging key decision-makers in Western Europe's national and local governments, International Private sector and Foundations, supervises the elaboration and implementation of the Office's communication, advocacy and outreach strategy designed to help achieve UNDP's corporate partnership building objectives including organizing the "Match against poverty" with UNDP goodwill ambassadors Zineddine Zidane and Ronaldo and finally engages with a wide variety of constituencies and meets high level officials and political decisions-makers in Donor countries in Europe and in Developing countries. Najat leads the newly developed initiative ISI@MED, which aim is to address the use of ICT to address local Development and innovation in the Mediterranean countries, involving decentralized cooperation and private sector as major partners.

From October 2003 to May 2008 she was the Regional Director of Information and Communication Technology for Development in Arab Region (ICTDAR), in UNDP. She initiated and implemented several regional initiatives in 18 countries of the Arab Region. Najat worked very closely with European Commission, AICED in Spain, Golf countries as emerging donors and Multinational companies.

From 1998 to 2003, she had several high level positions in her country. She was appointed as the Deputy Minister for the Small and Medium Enterprise's (2003). Prior to that, Najat was Advisor in the Prime Minister Office and General Director of International Cooperation (1999-2001).

She was also the national Focal Point for the European Mediterranean program for the Information Society in the Region. From 1994 to 1999, Najat was the team leader for Internet initiative in Africa for UNDP Regional Bureau for Africa and as such negotiated and led the implementation of several programs as well as provided policy advice to high level officials (head of States, head of Government and Ministers).

She started her professional activity in 1986 as a University Professor and researcher at the “Ecole des Sciences de l’ Information” and at the King Palace College in Rabat. She was part of several international research groups and was published in several research magazines. She contributed as a co-author to two books, funded and published by the European Commission. Najat was a member of the high level panel of ICT experts set up by the former UN Secretary General, Mr Kofi Annan, to advice on ICT policy for economic and social development for the ECOSOC and General Assembly. She is also a member of several think tank groups and task forces in Europe, Africa and Middle East.