



# Efe Fruci

## Visionary, Motivator, Speaker

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Efe Fruci, a distinguished TEDx Speaker and serial entrepreneur, emerges as a seasoned professional career and confidence coach, boasting a wealth of over 10 years' experience. Her dedicated mission revolves around guiding individuals, particularly women, in constructing unshakable confidence and acquiring the essential steps to lead successful, purposeful lives.

Renowned as the author of '[Faith Over Fear](#),' Efe's literary work transcends conventional self-help, employing positive psychology to inspire others to recognize and embrace their innate greatness. Through her empowering words, individuals are emboldened to dream audaciously, navigating life's challenges with a profound sense of confidence.

In addition to her literary pursuits, Efe is a formidable community builder, educator, and advocate for mental health. As the founder and executive director of the [Odihi Foundation](#), [The Bigger Ideas Conference™](#), and [The Agape Initiative](#), she embodies a commitment to fostering resilience and empowerment within diverse communities.



## Offerings

- Keynote Speaker
- Emcee
- Fireside chats + Panel
- Conversation + Event's Curator
- Workshops + Facilitation + Moderator
- Live Conversations + Interviews
- Small and Large Group Discussions
- Podcast Conversations + Co-Hosting

## Topics Include:

- The importance of collaboration
- The art of self-care & prioritizing rest + wellness
- Resilient Mindset: Rejection is redirection
- Diversifying your network (+ Newcomers Tools)
- Leadership, Career & Business Development
- Entrepreneurship and the power of mentorship



250K

Reach



1000+

Workshop



5+

Countries



**Author: Faith Over Fear**

## Recent Work

**Keynote** - Harmony of Hearts: Inspiring Inclusion for All. | **Young Women in Business (YWIB)**

**Keynote** - IgniteHER: Empowering young women to lead confidently and with purpose | **Jean Augustine Youth Empowerment Center (JAC)**

**Workshop Facilitator** - Be You, Bravely; Self-discovery through the art of self-exploration. | **Athleta**

**Speaker** - Anti-racism in healthcare. | **PHSA**

**Speaker** - Career preparedness; how to ace your interview and confidently network. | **UBC Co-op**

**Keynote** - Healing past the hurt; collaboration over competition. | **Black Girls Can Heal, USA**

**Speaker** - Social Justice Activism with Courage & Confidence | **Mulgrave Secondary School**

## Press

The heartbeat of infertility. | **TEDx Talk**

Women's Rights Day. Supporting Black businesses in BC. | **C BC/Radio-Canada**

More on my [website](#)



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Efe Fruci is a TEDx speaker and a globally recognized career and confidence coach with 10+ years of experience. She is on a mission to use positive psychology to help women build their confidence and learn the steps needed to live their desired lives successfully.

Her ultimate goal is to use her decade-long experience as a serial entrepreneur, coach, scientist, CEO, and author to assist women with their career and life transitions, build their career roadmap, and equip them with tools to stand out and reach their biggest breakthroughs. From the electrifying [TEDx Talk](#), "The Heartbeat of Infertility", where she courageously addressed and shattered societal stigma surrounding fertility, sparking vital conversations and fostering empathy, to the captivating pages of her book, "[Faith Over Fear](#)," she is dedicated to leaving an indelible mark in others and the world.

Efe also holds a diploma in Nursing/Midwifery and degrees in Biomedical Science and Health Sciences from Oxford, which secured her seat at the STEM table and set the bar for other prominent Black women, a space held by too few Black women.

Her career and confidence coaching philosophy centers on the belief that an empowered woman today is a leader tomorrow. Efe's clients have included people from all walks of life, from students to top executives in [Africa](#), [Europe](#), and [North America](#). She has traveled extensively to impart insights and lessons on leadership, social impact, confidence, and well-being to diverse audiences.

Efe's professional journey encompasses extensive collaboration with multinational corporations such as [GSK](#), [Accenture](#), [Pfizer](#), [Roche](#), and [Novartis](#), as well as diverse enterprises like [Athleta](#), [PHSA](#), the [Jean Augustine Youth Empowerment Center](#), and the [University of British Columbia \(UBC\)](#). Her consulting prowess spans a broad spectrum, from optimizing operations and talent recruitment to driving wellness initiatives and orchestrating flawless event management.

Committed to empowering her clients, Efe empowers them with the tools and knowledge necessary for unparalleled success. Recognized as a paragon of inspiration, she graces [Linamar's](#) Women in STEM 2024 calendar as a role model for the [See It Be It STEM It initiative](#). Beyond her professional endeavors, Efe's philanthropic spirit shines through her contributions to esteemed boards such as [Grl Pwr LA](#) and [The New Westminster Chambers of Commerce](#).



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Efe's journey is characterized by versatility; from her tenure as a Sous Chef at [Hotel Conrad Brussels](#) to her impactful endeavors in education advancement and women's empowerment, she consistently harnesses her exceptional communication, leadership, coaching and consulting, and equity skills to drive transformative change.

She is a visionary, motivator, mental health activist, community builder, and connector. She is passionate about leveraging her multilingual assets to support newcomers to Canada, business owners, and entrepreneurs in connecting with others from a similar community, helping to bridge the gap often created due to language barriers.

Founder and executive director of [Odihi Foundation](#), [The Agape Initiative](#), and [On Your Block Multicultural Festival](#) organizer.

She is also a woman of many talents and is passionate about building intentional communities and creating spaces for others to be seen and experience a sense of belonging.

Outside of running her businesses, Efe is passionate about travelling and outdoor pursuits like hiking, reading, and the art of culinary creation, often shared through hosting intimate gatherings with friends and family.

Ultimately, Efe is a proud Black woman of faith who believes that freedom, women's empowerment, confidence, and a sense of belonging are not just ideals but potent sources of inspiration, shaping a world where every individual can thrive and contribute to the collective greatness of our global community. In the eloquent words of Maya Angelou, 'The desire to reach for the stars is ambitious. The desire to reach hearts is wise.'

Efe embodies this wisdom, channeling her ambitions toward creating meaningful connections and fostering positive change that resonates on a deeply human level. You can follow her across social media [@efefruci](#) on LinkedIn and Instagram. She resides in Vancouver, Canada, with her husband and family.

