

Nataliya de Francisco Serpa

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Nataliya de Francisco Serpa is an international economist, researcher, linguist, educator, designer. She brings 20 years of experience in international development with the World Bank, World Health Organization, UNICEF, and private sector performing senior positions of researcher, technical program manager, and coordinator of multi-stakeholder interactions. Competent in development, implementation and M&E of public health strategies, curricula for early child development and adolescent education programs, graphic and web design. Country experience in the regions of Europe and Central Asia, Southeast Asia, Middle East, Latin America, and Sub-Saharan Africa. Nataliya is a co-founder of ÆRAS DEVELOPMENT GROUP, Sarl.

Languages: **English** (UNLPE 2006), **Russian** (native), **Spanish** (professional proficiency), **French** (professional proficiency), **Italian** (professional proficiency), **Portuguese** (advanced proficiency), **German** (advanced proficiency), **Arabic** (reading proficiency), **Chinese** (basic), **Kinyarwanda** (basic)

Recognition: named among the world's top contemporary illustrators in 2018 ([Pictoria Volume 2](#)).

Education:

The London School of Hygiene and Tropical Medicine, UK (2015-2016)

Moscow State University of International Relations (MGIMO), Russia (2004-2008)

MGIMO, Russia (2003-2004)

MGIMO, Russia / University of Trieste, Italy (1999-2003)

PostDoc diplomas in (1) Fundamentals of Epidemiology, (2) Economic Evaluation, Certificate: Agriculture, Nutrition, and Health

Ph.D. (International Economic Relations)
“The role of agriculture in sustainable development strategies in the countries of **Sub-Saharan Africa**”

M.Sc. (International Economics & Diplomacy)
“**African Great Lakes Region:** conflict and development”

B.Sc. in Economics
“Russia-Italy energy diplomacy: instruments of strategic partnership”

EXPERIENCE

[ÆRAS DEVELOPMENT GROUP, Sarl](#) Geneva, Switzerland

2024-Present

Co-founder / Creative Director

- research and investment in Swiss and international **health, education, and cultural** heritage
- **ÆRAS HEALTH:** conducts, supports, integrates scientific research with traditional knowledge, emphasizing preventative care, health equity, and sustainable practices across all life stages while addressing current health challenges through community and expert collaboration.

- **ÆRAS EDUCATION:** development and implementation of comprehensive curricula integrating traditional knowledge with STEAM, inclusive frameworks, and community-driven initiatives, including libraries and craftsmanship ateliers.
- **ÆRAS HERITAGE:** preserves and celebrates cultural heritage by conserving historic sites, restoring heritage objects, and promoting traditional practices through innovative approaches and community engagement.
- **ÆRAS ART & DESIGN**(as of 2016 under *De Francisco Art*): branding & design consultancy, including web design, concept development, brand development, digital marketing, interior and fashion, book illustration ([PORTFOLIO](#))
- wide range of coaching services related to specific technical and diplomatic domains

WORLD BANK GROUP, Washington DC, US

2019-Present

STC - Senior Health Economist, HNP (operations, analytics, advocacy)

- technical and policy advice on development and execution of WB HNP strategic plans, investment cases and economic analysis in support of COVID-19 response and recovery, NCDs, RMNCAH-N, gender policies and health data systems priorities in the countries of LAC and Eastern Africa;
- in charge of review/production of investment frameworks, project documentation, technical publications and reports, donor proposals, budget execution, human resources plan for specific projects to ensure compliance with the WB operational standards;
- graphic design (annual reports & presentations, collaterals, infographics) and web production
- representing WB in communications with global and national stakeholders, including governments, funding agencies, NGOs, academia, civil society, and advocacy organizations.

WORLD HEALTH ORGANIZATION (WHO)

WHO HQ, Geneva, Switzerland

2009-2015

Technical Manager (operational management, research, creative solutions and advocacy)

- led cross-functional teams' efforts to identify opportunities for cross-sector UHC cooperation and fundraising, including strategy development, implementation management and partnership building with external stakeholders at the nexus of health, education, economics, agriculture, and sustainable development;
- devised technical content and coordinated scientific alliance development, including creation of *Research Agenda for Seasonal and Pandemic Influenza* and its regional platforms, *Research Agenda for Mass Gatherings*, analytical framework for assessment of *socio-economic burden of diseases in LMIC*, *influenza vaccine production* and immunization policy investment cases, *SDG roadmap for health workforce*;
- coordinated operations of the high-level Expert Group on Information and Accountability for Women's and Children's Health (iERG) including design & production management of the *iERG annual reports* and development of the MDG 4 & 5 accountability evaluation metrics for the UN Secretary General, Ban Ki-moon;
- acted as a key point of contact with internal partners and external stakeholders to strengthen technical content and WHO emergency response efforts, including *IHR 2011 Review*, *EWEC Country Accountability Initiatives*, *WHO DG High-level group on Ebola Vaccine Access*, etc.
- coordinated public affairs efforts and supported development of targeted national public health strategies in **Kazakhstan, Malawi, Thailand, China, Pakistan, Peru, Saudi Arabia**;
- as Editorial Board Member of the UN Special Geneva and UN in Russia's Editorial Committees conducted and published interviews with country level professionals and prominent figures of cultural, political, and business international community advocating international development efforts.

WHO Regional Office for Europe, Copenhagen, Denmark
2008-2009

Researcher, Adviser to RD

- managed research, graphic design and production of analytical narratives to consolidate knowledge on **European** public health policies that led to the publication of **the first documentary** *WHO EURO's WHO 60th anniversary book*.

WHO Country Office for Russia, Moscow, Russia
2007-2008

Technical and Partnership Officer

- organized development of the technical knowledge pool, including creation of evidence platforms, scientific partnerships, training tours for Russian HIV/AIDS/TB specialists and medical personnel on *blood transfusion safety, opioid substitution therapy, rehabilitation strategies*
- development, review, graphic design and production of grant & donor documentation, projects' visuals
- acted as a focal point for relationships with the European Commission, academia, Russian government, civil society.

UNITED NATIONS CHILDREN'S FUND (UNICEF), Moscow, Russia
2004-2007

Technical Assistant (research, fundraising)

- harmonized and supported UNICEF advocacy, fundraising and public affairs strategies with the government of Russia, including technical evidence exchange and public policy discussions on *youth friendly services and adolescent reproductive health, PMTCT, universal salt iodization, North Caucasus humanitarian response*
- led development of tools and procedures to support local partners' M&E efforts and donor reporting to ensure compliance with UNICEF operational standards.
- Graphic design and production of projects' advocacy materials

Publications:

1. de Francisco Serpa N, Gordillo-Tobar A., Iragena JD. Laboratory diagnosis and quality control in Africa: a multi-program approach. World Bank, June 2024 (in process)
2. Gordillo-Tobar A., Prata N., Akala F. de Francisco Serpa N, [Preserving Rwanda's progress towards reducing maternal and child mortality and ensuring access to sexual and reproductive health services: A long-standing commitment with a new perspective](#). World Bank, March 2024
3. Worldwide Antimicrobial Resistance National/International Network Group (WARNING) Collaborators. [Ten golden rules for optimal antibiotic use in hospital settings: the WARNING call to action](#). *World J Emerg Surg.* 2023 Oct 16;18(1):50. doi: 10.1186/s13017-023-00518-3. PMID: 37845673; PMCID: PMC10580644.
4. Gordillo-Tobar A, de Francisco Serpa N, Umutesi F, Mwitende P. [How Rwanda's COVID-19 response strengthened its strategy on medical oxygen](#). World Bank Blog, February 2023
5. [The Honduras Health System and the Provision of Maternal and Neonatal Care in Four Selected Health Regions 2010-2020](#): GFF exploratory grant to support the preparation of the Honduras IDA/GFF Health Project, June 2021)
6. Yoo K., de Francisco Serpa N, and Gordillo-Tobar A. [Calculating Sub-Saharan Africa's COVID vaccination financing gap](#). World Bank Blog, 13 May 2021
7. de Francisco N. "About My Grandmother." Written for *Grandmothers: who inspired us across the world. A Collection of 31 memoirs*. Merry Adler. Marble House Editions NY. 2018.
8. de Francisco (Shapovalova) N, Donadel M, Jit M, Hutubessy R. A Systematic Review of the Social and Economic Burden of Influenza in Low- and Middle-Income Countries. *Vaccine*. 2015. (doi:10.1016/j.vaccine.2015.10.066)
9. de Francisco (Shapovalova) N, Meguid T, Campbell J. [Health-care workers as agents of sustainable development](#). *Lancet Global Health*, 12 March 2015
10. John S. Tam, Maurizio Barbeschi, Natasha Shapovalova, Sylvie Briand, Ziad A Memish, Marie-Paule Kiely "Research Agenda for Communicable Diseases Associated with Mass Gatherings: Call to Action" *Lancet Infectious Diseases*, 16 January 2012
11. Reports of the independent Expert Review Group (since November, 2012): <https://iris.who.int/discover?query=iERG>

12. Shapovalova N. "Global Action Plan for Influenza Vaccines (GAP): partnerships and communication strategy", 5 May 2012, Cancun, Mexico, 14 July 2011, Geneva;
13. Report of the 3d Meeting of the SAGE Working Group on Influenza Vaccines and Immunization, 31 August - 1 September 2011, WHO, Geneva
14. Tam J, Briand S, Shapovalova N, Nguyen T, Shindo N and the Scientific Working Groups of the WHO Public Health Research Agenda for Influenza "Development and Implementation of the WHO Public Health Research Agenda for Influenza" (Abstract, poster and proceeding for Options for the Control of Influenza VII, Hong Kong SAR - September, 2010), p 166
15. Shapovalova N, Tam J, Shindo N, Nguyen T, Briand S and the Scientific Working Groups of the WHO Public Health Research Agenda for Influenza "WHO public health research agenda for influenza: road mapping for information gaps and research needs in a pandemic scenario" (Abstract, poster and proceeding for Options for the Control of Influenza VII, Hong Kong SAR - September, 2010), p 258
16. Shapovalova N, Tam J, Shindo N, Nguyen T, Briand S and the Scientific Working Groups of the WHO Public Health Research Agenda for Influenza "WHO public health research agenda for influenza: road mapping for information gaps and research needs in an inter-pandemic scenario" (Abstract, poster and proceeding for Options for the Control of Influenza VII, Hong Kong SAR - September, 2010), p 261
17. Shapovalova N, Tam J, Shindo N, Briand S "WHO public health research agenda for influenza: Workshop on Modern Tools for Strategic Communication" (Abstract, poster and proceeding for Options for the Control of Influenza VII, Hong Kong SAR - September, 2010), p 266
18. "60 Years of WHO in Europe", WHO EURO, Copenhagen (Denmark), 2009 (English)
19. Shapovalova N. "The role of agriculture in the realization of sustainable development strategies in the countries of Sub-Saharan Africa", MGIMO, October 2008 (Russian)
20. Shapovalova N. "Using agricultural trade policy as a driver for sustainable development in SSA countries", Trade Mission magazine, No 8, September 2007 (Russian)
21. Shapovalova N. "Economic interests of the Russian Federation in the SSA region: measures to raise national economic competitiveness", Collected Articles Issue on "Raising national competitiveness of the Russian Federation" MGIMO national conference held in April, 2007 (Russian)
22. Shapovalova N. "Agricultural Sector of SSA countries: mistakes of the past and lessons for the future", Vestnik of MGU, No 2 (6) June, 2007 (Russian)
23. Shapovalova N. "Agrarian exports from SSA countries: "pitfalls" and fair rules of play", Trade Mission magazine, No 10, November, 2006 (Russian)
24. Shapovalova N. "Role of agriculture in promoting sustainable development in SSA", History of Afro-Asiatic communities magazine, N 8 (2) August, 2006 (Russian)
25. Shapovalova N. "Role of cacao industry in the economic development of SSA countries", VNIKI (All-Russia Market Research Institute), No 134 December, 2005 (Russian)
26. Shapovalova N. "Trade in agricultural commodities as a base for sustainable development in Sub-Saharan Africa (SSA)", The Bulletin of Foreign Business Information (All-Russia Market Research Institute), No 130, November, 2005 (Russian)
27. Shapovalova N. "Some aspects of economic policy of Sudan Republic", ISAA, Moscow, 2003 (Russian)
28. Shapovalova N. "Economy of Palestinian National Authority", MGIMO, Moscow, 2002 (Russian)
29. Shapovalova N. "State of children and women in Chechen Republic" UNICEF research paper, December, 2004
30. My publications in UN in Russian and UN Special magazines, 2008-2015
31. Google Scholar: <https://tinyurl.com/2yaehey4>
32. Best contemporary artists: <https://tinyurl.com/htuu248b>