



# NADIA URSU

Doctor. Researcher & Inventor  
Medical Device Developer. Serial Entrepreneur

## Contact

+971505442983

nadia@theraplush.com

United Arab Emirates  
Estonia. Spain. Moldova.  
United Kingdom  
Willing to travel.

## Skills

- Ability to find support and guidance upon necessity
- Strategic thinker delivering long lasting results
- Purpose-driven leader cultivating talent and teams
- Crisis Management and emotional de-escalation
- Research that delivers real-world solutions
- Critical thinking
- Cross cultural experience

## Language

- Romanian
- English
- Spanish
- French
- Italian
- Russian

## Summary

Pediatric doctor and healthcare innovator with 15+ years of clinical practice and a proven record leading multidisciplinary teams and implementing evidence-based programs across clinics, schools and social care houses and hospitals. Volunteer & non-Profit leadership. Champion of Change (2020), Moldova - healthcare education

Founded my first clinic at age 23 (2012), building and managing a 12-doctor team (surgery, orthopedics, neurologist, pediatrics, dentistry) and full operations.

Early leadership was enabled by a strong family legacy in medicine and education - father: PhD - Head of the Hand Surgery department for +45 years in public hospital,

mother: chemistry teacher and olympiad coach-which grounded a culture of rigor, ethics, and scientific curiosity.

CEO & Sole founder of Ührmia OÜ (Estonia), Therahugs (UK&Romania), Theraplush LAB (Moldova) Veneras Kids (UAE), Celestial Cocoon for School Hospital and Laboratory Furniture LLC (UAE), developing CE/UKCA-path medical devices for Neonatal & premature + mother care (incl. KMC), pediatric anxiety regulation, Autism and neurodiversity educational furniture, airway and craniofacial development, Weighted sensory toys (children of determination), Sports medtech: designing and building devices that help athletes regulate fight-or-flight arousal.

Patent pending: GB2415889.1 (TheraPlush therapeutic technology).  
MOE-Patents-PTA-0000252-20250123

Experienced in clinical implementation, training, and change management. Built and managed cross-functional teams (engineering, clinical, regulatory, manufacturing).

Problem-solver but in the same time a team player having an international network of medical, emotional, behavioral, and business professionals.

Solution-focused and adaptable. Passionate about process improvement and collaboration.

I serve with sincerity, empathy and authenticity.

## Mentors and References



### Victor Haruța

CEO and Founder of Haruta Advisory  
Vice Chairman of Eurasia Golf Dubai Business Club  
Former first resident Ambassador of the Republic of Moldova to the United Arab Emirates and non-resident Ambassador to the Kingdom of Saudi Arabia  
victor@haruta.eu  
+971504160220  
United Arab Emirates



### Kristina Szekely

Sotheby's International Realty  
Phone : +34609552323  
Email : kristina@kssir.com  
Spain, Marbella



### Angela Stafii

PhD Philosophy  
- an "archaeologist of the soul" - with over 20 years of teaching experience.  
Phone : +37378874144  
Email:contact@angelastafii.com  
Moldova, Chisinau



### Dr. Rodrigue Mathieu

Founder Sodis School of jaw orthopedics  
+33677845250  
Montpellier, France



### Dr. Dumitru Buzu

PhD. Head of Surgery & Traumatology clinic, National Hospital of Moldova  
Phone :+37369142350  
Moldova, Chișinău



### Teodor Buzu

Fine Arts painter and teacher  
Phone: +420775199915  
www.teodorbuzu.com  
Participant of 126 team and 103 author's exhibitions  
Czech Republic, Tabor

## Professional education & experience

2006 – 2013 Moldova	<b>General Dentistry and Master Degree</b> University of Medicine and Pharmacy "Nicolae Testemitanu"
2016 Italy, Rome	<b>Global Orthodontic Approach – GOA</b> Global Orthodontic Approach Innovative jaw expansion technique by Emanuela Favetti Level: 1,2,3 Trainer certification received
2017 – 2025 France Montpellier	<b>OSB Method</b> Holistic Jaw expansion Dr.Rodrigue Mattieu – Sodis France, Montpellier Certification: International trainer of the method OSB for pediatric and adult patients
2019 – 2020 USA	<b>The Breathe Institute USA</b> Master in Myofascial Myofunctional Therapy, 9 months
2019 – 2024 Moscow	<b>Buteyko Institute</b> Buteyko® Clinic Moscow (Est. in 1987) Qualification: International trainer of the method Buteyko
2021 – 2022 Catalunya, Sant Cugat de Valles	<b>Universidad Internacional de Catalunya</b> Master Odontologia Pediatrica Hospitalaria Catalunya (UIC)
2023 – present USA	<b>Safe, Sound Protocol Unyte</b> Nervous system regulation method by Dr. Stephen Porges Qualification: Therapist
2023 – present Spain	<b>Escuela de Osteopatia Evolutiva</b> Osteopathy school Dr. Antonio Gonzalez METODO GINA
2022-2024 United Kingdom	<b>Craneo – Sacral Therapy College London</b> Craneo – Sacral Therapy Qualification: Cranio-sacral therapist
2022-2025 Italy Padova	<b>Fascial Manipulation Institute By Stecco</b> Fascial Manipulation Institute By Stecco, Italia, Padova International trainer of the Stecco Myofascial Therapy Method
2025 Spain	<b>BQSR Quality Assurance</b> LEAD AUDITOR ISO 13485:2016 Medical deviced manufacturing compliance – BQSR Quality Assurance. ASCB.COM Qualification: LEAD AUDITOR ISO 13485:2016
2025 USA	<b>IBCCES</b> IBCCES – The International Board of Credentialing and Continuing Education IBCCES Certificated Specialist in Autism & Neurodiversity
2025 in progress Spain, Alicante	<b>Universidad de Alicante</b> Master universitario en neuroarquitectura: Creating sensory spaces for children and People of Determination

## Awards

Champion of Change (2020)  
Moldova – healthcare  
education programs in  
schools.

## Hobby

Artisanal perfumery

Golf

Absorbing new information

## Experience

### Key Achievements:

- Medical clinic founder at 23 (2012), scaling to 12 medical specialists and introducing integrative pediatric care pathways.
- Medical device R&D lead: Co-developed pediatric therapeutic solutions; supported clinical pilots and training for implementation in regional clinics. IP strategies (CE/UKCA pathways) (ISO 13485 alignment)
- International trainer in pediatric-focused functional therapies (myofascial therapy, breathing re-education, jaw orthopedics, pediatric dentistry, logopedy and dysphagia for geriatric patients).
- Treated 15,000+ pediatric patients, including children with special needs and complex airway/TMJ cases, integrative dentistry&myofascial therapy.
- ISO 13485 medical device auditor
- Creating interactive, sensory installations and prototypes
- Mother of two children born prematurely-both thriving.

## Volunteer & Non-Profit Leadership

**Medical Chief Officer (Volunteer) – MAD-Aid NGO – since 2012**  
**United Kingdom & Moldova**

**Phoenix social care house, SOS Autism NGO – since 2012**

**My Planet NGO – since 2021**

- Provide clinical leadership for cross-border programs supporting hospitals, NGO centers for children and vulnerable communities in Moldova.
- Coordinate medical missions, triage protocols, and referral pathways with local ministries and partner hospitals.
- Oversee donation logistics for equipment and consumables; ensure safety checks and documentation.
- Train multidisciplinary teams (dentistry, surgery, pediatrics, rehab) and mentor local clinicians.
- Lead outcome tracking and reporting to donors and stakeholders; manage risk and safeguarding.

## Research, Innovation & IP

Patent pending:

- TheraPlush therapeutic technology – GB2415889.1.  
Focus areas: pediatric anxiety regulation, airway/TMJ, craniofacial growth, and neurodiversity support.
- MOE-Patents-PTA-0000252-20250123 – Utility Patent pending, baby bodysuit with attachments for neurological development and anxiety relief.
- Veneras Kids UAE – PCT Utility pending, model number is U202500004 – registered in Europe as PCT.
- Contributions: device concepting, human-factors design, SOPs, pilot studies, practitioner training.

## Professional Memberships

- EurAsia Gulf Business Club
- Abu Dhabi Chamber of Commerce & Industry member
- Abu Dhabi Businesswomen Council
- Dubai Business Women Council
- World Federation of ADHD
- European Academy of Pediatric Dentistry
- British Society of Pediatric Dentistry
- Société Française d'Orthodontie Pédiatrique
- Active congress participant & speaker at pediatric congress in dentistry
- Formacion Perfumes – Ellena del Valles – Perfumery school
- Academia del Perfume Madrid
- Perfume&space by Marina Barcenilla

## References

Available on request (clinical, academic, and industry)