



Nicola Michels
Managing Director

Nicola Michels is the Managing Director for the Choose New Jersey Europe Office, based in Berlin, Germany. Choose New Jersey is an independently funded and operated 501(c)(3) whose mission is to encourage and nurture economic growth throughout New Jersey with a focus on urban centers. Choose New Jersey Europe promotes the state as a prime investment location abroad. It facilitates business activities across the Atlantic with a focus on NJ's sector strengths in Life Sciences and Biotech, Advanced Manufacturing, Finance and Logistics.

Ms. Michels is a seasoned economic development professional with over 20 years of experience spanning three continents. She started out her career in South Africa as Deputy Executive for a trade association representing German, Austrian and Swiss companies. She then spent 15 years in the United States working for the German American Chamber of Commerce in New York City.

In her last role as Vice President she launched a program for German tech start-ups exploring the U.S. market. Ms. Michels was also instrumental in raising awareness of the benefits of German vocational education and training in the United States, working with the German Embassy on the Skills Initiative and serving as a board member of MechaForce New Jersey, an internship manufacturing program. After moving back to Germany, Ms. Michels utilized her high-level network in the transatlantic corporate sector and established a consulting firm focusing on international business development.

Ms. Michels studied in Germany and the U.K. and holds a master's degree in Communication Science from the University GH Essen, Germany. Ms. Michels is a German-American dual citizen, fluent in English and German, and also speaks French.