Kristina Novosad

BUSINESS PERFORMANCE COACH

PHD
SOCIOLOGY
EXECUTIVE COACHING

40+ SCIENTIFIC PUBLICATIONS AND MONOGRAPHS
10+ YEARS OF EXPERIENCE IN ACADEMIC RESEARCH
OWN BUSINESS IN THE REAL ESTATE SECTOR
INTERNATIONAL CONFERENCES, SUMMITS, AND FORUMS



15+ YEARS OF EXPERIENCE AS A PSYCHOTHERAPIST

Helping Founders & C-Level Executives eliminate Decision Fatigue, prevent burnout, and scale their business through evidence-based business coaching, academic research in sociology, and real business acumen.

www.novosadcoaching.com kristinanovosad35@gmail.com

Kristina Novosad

ACADEMIC, SCIENTIFIC AND BUSINESS EXPERTISE

PHD IN SOCIOLOGY AND UNIVERSITY LECTURER

PhD in sociology, 10 years of teaching experience in public and private universities, over 40 scientific publications and monographs.

PHD IN SOCIOLOGY AND UNIVERSITY PROFESSOR

Evidence-based coaching experience

REAL ESTATE ENTREPRENEUR

Founder and owner of a hospitality real estate business. Hands-on experience in management, capital and investment management, and financial and operational risk mitigation.

KEYNOTE SPEAKER AT INTERNATIONAL CONFERENCES & RESEARCHER

Participant and speaker at international and scientific conferences, summits, and professional business forums.

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KEY NOTE SPEECH TOPICS

- “Executive resilience: How decision fatigue costs your business millions”
- “The psychology of high-stakes negotiations”
- “The imposter effect: How executives fake confidence in the boardroom”
- “Money, sex, and food — three things that reveal more about you than your therapist”
- “A millionaire on the outside, a hungry child within: Why success doesn't guarantee satisfaction”
- “Are you managing money or trying to buy your self-worth with it?”
- “Sex, power, and money: What lies behind your desire to be chosen?”
- “Are your desires truly your own? Who runs your life — you or your instincts?”
- “The three main addictions of a successful person: Money, pleasure, and control”

- **Speaking formats:** Keynote presentations (45–60 min), interactive workshops (2–4 hours), panel discussions.
- **Technical rider:** Wireless microphone (lapel / headset), projector / screen.