

# Olga Novikova

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*Inspired, curious, self-motivated, results oriented leader and team player with multilingual cross cultural background, professional tennis experience, excellent interpersonal skills, holistic approach and positive can-do attitude. Professionally trained in Coaching, Ayurveda therapy and integrative healing techniques. Highly energetic, always on the lookout to grow and develop business through new channels and partnerships focusing on win-win results. Thrives on helping people bring out their real selves and achieve success in personal and professional lives. Passionate about continuous learning and sharing with others ways toward awareness, consciousness and wellbeing. Bringing lightness, tolerance, peace and presence in everyday work and life situations.*

## **EXPERIENCE**

### **AYURVEDA INNER WISDOM (Milan, Italy)**

#### **CEO/Coach/Ayurveda Health and Wellbeing Consultant**

**Oct 2019 – Current**

Combine the healing wisdom of Ayurveda and transformative coaching in my practice, committed to serving individuals, who aspire to live their lives to the fullest, with peace, happiness and wellbeing – physical, mental, emotional and spiritual, thus empowering personal transformation for our collective well-being.

Offer educational group sessions as well as individual coaching, consultations and treatments to address specific physical and emotional needs

#### **Certified Ayurveda Therapist**

**Jan 2018 – Current**

Offer individual consultations and specialized ayurvedic treatments destined to restore balance and health

### **THE GRADUATE INSTITUTE, Bethany, CT, USA ([www.learn.edu](http://www.learn.edu))**

**Jan 2020 – Current**

#### **Board of Directors Treasurer and Secretary**

Serve as a treasurer and secretary on board of directors of the USA based state-accredited holistic university dedicated to promoting an Integrative and Holistic Worldview through the study of Health, Wellness, Education and Personal and Professional Transformation.

### **THE WALT DISNEY COMPANY ITALIA (Milan, Italy)**

#### **Director Finance, Media Distribution, Disney Channels & Advertising**

**Jan 2014 – Dec 2017**

Reporting to CFO TWDC Italia on all financial and business matters for Disney Media and ADV sales divisions with an annual budget of \$300M+

- Work closely with divisional GMs on key deal negotiations. Evaluate promotional deals with 3<sup>rd</sup> parties to maximize visibility of the Disney brand & operating income. Assess business models and provide financial support for strategic business decisions
- Oversee key processes: forecast, budget, strategic plan, Channels programming & quota requirements
- Work with multinational/multi-level teams across globe
- Lead a team of 5 in the local Italian office.

#### **Director Finance, Italy Licensing, Publishing, EMEA Regional Publishing**

**Feb 2011 – Dec 2013**

Reporting to CFO TWDC Italia on all financial and business matters for local and regional EMEA business

- Started up the EMEA regional headquarter office for licensed and VI publishing. Set up communication lines across local, EMEA and Global stakeholders. Established reporting tools and benchmarking metrics
- Actively participated in the company EMEA wide reorganization, resulting in overhaul of existing structure, addition of 2 new areas of responsibility and 2x increase in reporting team
- Planning, tracking, actively managing and reporting financial results to executive team for businesses with \$250+ million budget
- Working closely with key EMEA markets to drive business growth and cost optimization, resulting in significant cost savings and margin improvements of 3-5%
- Coordinating team efforts and communication with local, EMEA and Global stakeholders
- Actively participated in finance capacity in the company sell off of the vertical publishing business: included financial and business assessment of the opportunity, relocation of entire publishing team to a new employer

- Leading 3 local and 5 remote EMEA teams supporting respective line of business. Focusing on individual objective setting, mentoring and ensuring career growth opportunities: promoted 1 analyst to a manager

**Director Finance, Italy Licensing**

**May 2007 – Jan 2011**

Acting as TWDC Italia Finance head along with other 3 finance directors responsible for other TWDC divisions. Reporting directly to EMEA CFO based in London. Responsible for all financial and business matters for Italy Licensing business including Apparel, Accessories, Footwear, Toys, Food, Stationary, Beauty and Home.

**THE WALT DISNEY COMPANY USA- DISNEY CONSUMER PRODUCTS DIVISION - (Burbank, USA)**

**Senior Manager, Global Finance and Business Planning, Licensing**

**April 2006 – May 2007**

Reported to CFO Global Licensing Softlines. Responsible for all Global operational finance processes, consolidation and reporting of Global licensing results. Established and shared best practices cross continents. Lead and contribute to multiple cross regional and functional projects for business growth and transformation.

**Manager, North America Finance and Business Planning, Licensing**

**Feb 2004 – Apr 2006**

Responsible forecast, cost management, annual and strategic plan preparation and results reporting for North America region.

**Senior Global Business Services Analyst, Global Controllership**

**Jan 2003 – Feb 2004**

Led research and analysis of market trends at major retailers to identify business opportunities and assisted category managers in business negotiations.

**Financial Analyst I-II, Senior Financial Analyst Global Controllership**

**May 1997 – Jan 2003**

**EDUCATION**

**ICF Accredited Professional Advanced Coach Training Program (ACTP)**

**Nov 2019 – Present**

Associate Certified Coach (ACC) issued by ICF on Jan 2021  
Professional Certified Coach (PCC) training completed Nov 2020. In-process hour requirements  
*Coacharya - An International Coaching Alliance. [www.Coacharya.com](http://www.Coacharya.com)*

**Perfect Health: Ayurvedic Lifestyle Certification Program**

**Sept 2020 – expected May 2021**

Deepak Chopra Global Institute <https://boards.greenhouse.io/chopraglobal>  
Ayurveda Health and Wellbeing Coaching

**Neurographica – Basic Restrictions Lifting Algorithm course**

**May 2019**

*Creative method to transform self and one's world using art and psychology removing internal limitations*  
*Certified School of Neurography. Russian Federation. [www.neurograff.com](http://www.neurograff.com)*

**Certified Ayurveda Therapist – 4 year Professional Training Program**

**Oct 2013 – Sept 2018**

*School of Ayurvedic Medicine, Ayurvedic Point Srl, Milano*

**Cosmoenergy - Classical Method – Level I, II, III.**

**Mar 2014 - Apr 2014**

*Use of cosmic “energy-information fields” with healing properties for benefit of men*  
*School Cosmoenergy Emil Bagirov. Russian Federation, Moscow, [www.cosmoenergy.org](http://www.cosmoenergy.org)*

**MBA**

*University of Southern California*

Dean's List – All Semesters

**Aug 2000 - May 2003**

**B.S. Finance**

*Pennsylvania State University*

Dean's List – 6 Semesters

**Aug 1993 - Dec 1997**

## **ADDITIONAL INFORMATION**

### **PROFESSIONAL TENNIS EXPERIENCE**

#### **Los Angeles, USA**

**Aug 1997 – Aug 2007**

- Burbank Tennis Center (children ages 3-5, 6-10 and adult group classes)
- Southern California Open Circuit tournaments (singles/doubles/mixed doubles)
- Private lessons (various levels children and adults)

#### **Pennsylvania State University, USA**

**Aug 1993 – Dec 1997**

- Captain, Varsity Tennis 1993 – 1997. Held #1 position & top national ranking all 4 years
- All – Big Ten Academic Award all four years
- NCAA championships participation 1997

#### **Russia/Europe**

**Sept 1983 – Aug 1993**

- Master of Sport Professional Certification in Tennis at age 16
- Winner of numerous national championships in singles and doubles in proper age category (i.e. Moscow championship, USSR Open, Dinamo championship, etc.)
- Top USSR ranking every year in own age category and
- # 5 national Russian Federation ranking in all ages August 1993
- Kremlin Cup 1991 and various international satellite tournaments (Germany, France, Austria, USSR, etc.)
- Germany Bundesliga and Regional tennis league summers 1990-1993
- Private and group lessons

### **LANGUAGES:**

English (fluent), Russian (fluent), Italian (excellent)