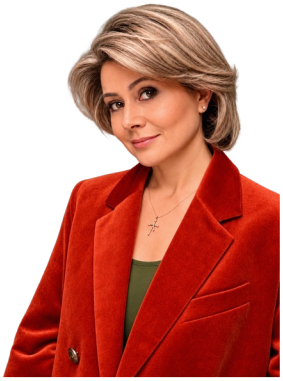
NATALIA PERYAZEVA, DBA



Entrepreneur · Psychologist · Psychodynamic Coach

Individual practice / Teams and organizations / Educational and public formats

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PROFESSIONAL PROFILE

Entrepreneur since 2003; founder and long-standing managing owner of the IT company Logic Stars Group; originator and founder of Fasti. More than twenty years of experience in running a business and building digital products, educational and social initiatives. My professional practice combines management experience with training in psychology, psychoanalysis, coaching and facilitation

Areas of interest: leadership, the relationship between people and organizations, professional identity, role transitions, organizational processes, individual choice, age and life transitions

AREAS OF PROFESSIONAL WORK

Individual practice

Psychodynamic coaching for executives and business owners. Professional and leadership issues, management relationships, responsibility, role and career transitions

Individual psychodynamic therapy. Psychological work with personal concerns, emotional experiences, inner conflicts and recurring relational patterns under a separate professional contract

Mentoring. Passing on entrepreneurial and management experience within an agreed scope

Work with teams and organizations

Strategy sessions; facilitation of management teams; team coaching; educational programs and trainings. Topics: organizational change, collaboration and partnership, group dynamics, distribution of responsibility, leadership and succession

Educational and public activities

Lectures and talks, teaching in educational programs, long-format courses of my own design, moderation of professional discussions. Topics include leadership, role transitions, personal strategy and time, team development, longevity and intergenerational relationships, social entrepreneurship

ENTREPRENEURIAL AND PROJECT EXPERIENCE

Since 2003 · Logic Stars Group. Founder and long-standing managing owner of an IT company developing software for the automotive business

Fasti – time-planning service · launched 2023. Originator and founder of a digital service for scheduling meetings and managing a professional calendar; the product grew out of the need to combine several professional and personal roles

Educational and social projects. PROSTO children's club, 7 Gnomes nursery and kindergarten, BabyLogic, Dom u Parka ("House by the Park") residential home for older people (opened in 2015). Past projects, not presented as currently active

Skazki u Kamina ("Fireside Tales") · since 2016 (project history). Founder of a non-profit organization and initiator of an intergenerational educational program; events and materials on empathy, ageing and relationships between generations

Own developments. Metron — a digital tool for personal strategy and time tracking; Beyond the Labyrinth — a board game about roles and choices

EDUCATION AND PROFESSIONAL TRAINING

Higher education

2026–2028 · HSE University, Moscow Currently enrolled in the master's program "Psychoanalysis and Psychoanalytic Psychotherapy" (in progress)

2025 · HSE University, Moscow Master of Psychology with honors, specialization "Psychoanalysis and Psychoanalytic Business Consulting"

2022 · RANEPA (Russian Presidential Academy of National Economy and Public Administration) Master of Public Administration with honors, specialization "State and Municipal Social Policy"

2004 · All-Russian State Tax Academy Specialist degree in Taxation ("Taxes and Taxation")

2001 · Moscow State Linguistic University Linguist and teacher of German; "Linguistics and Intercultural Communication"

Additional professional education: psychology

2026 · HSE University "Clinical Psychology", professional retraining diploma

2026 · HSE University "Foundations of Clinical Psychoanalysis: Practice and Technique of Psychotherapy", professional retraining diploma

2016 "Psychological Counseling and Psychodiagnostics", professional retraining

2016 "Clinical Psychology in Gerontology", advanced training course

Coaching, facilitation, management and teaching

2026 · SKOLKOVO Moscow School of Management Leaders as Teachers

2025 · SKOLKOVO Moscow School of Management Global Advanced Management Program

2023 · SKOLKOVO Moscow School of Management Executive Coaching & Mentoring, professional retraining (670 hours); Global Shift (270 hours); Tandemocracy

2023 · Up&Above Completed ICF Level 2 coach training program in full. No personal ACC/PCC/MCC credential is claimed

2022 · Prague Mini MBA Executive Coach; Facilitation, Moderation and Strategic Thinking (private programs, not an academic MBA degree)

2018 · Swedish Institute of Management Management education program

2017 · SKOLKOVO Moscow School of Management Startup Academy, grant-funded training

Professional doctoral qualification

2019 · International Academic Accreditation and Certification Committee (IAACC). Diploma conferring the Professional Degree of Doctor of Social Work and Business Administration; the designation DBA is used in professional contexts. This is the issuing organization's wording; it is not a university research doctorate (PhD) or a Russian Doctor of Sciences degree

SELECTED TALKS AND TEACHING

2026 ZdravForum, SKOLKOVO Moscow School of Management: talk on the longevity economy; PiR: discussion club on supporting leadership and team development; Agutin Forum: hands-on lecture on time, attention and multitasking; lecture and training on intergenerational interaction and empathy

2018–2019 Guest lecturer at EBS European Business School (Germany)

2015–2020 Speaker and expert at Education #inFocus, the "Society for All Ages" forum, the International Volunteer Forum and other professional events

2017–2025 Mentoring and educational formats: MIPT (Moscow Institute of Physics and Technology), the "Accessible Coaching" project at HSE University, Innopolis, Social Impact Award

ORGANIZATIONS AND PROFESSIONAL PROJECTS

Collaboration in various formats: individual work, facilitation, mentoring, educational and expert projects. The list does not imply that each organization was a direct client for the same type of service

SLOPLAST · Sushi-Market · Lavash · Makarun School · TEK-KOM · RAZVITIUM HR agency · Butterfly Children Charitable Foundation · Koleso Obozreniya non-profit · Vladimir Potanin Foundation · VINPIN · Generationsbrücke Deutschland · Boehringer Ingelheim (Germany) · Tver Economic Development Agency (AERP LLC) · Russian Clinical and Research Center of Gerontology · ASI forum “Strong Ideas for a New Time” · Gladway Foundation

AWARDS, RECOGNITION AND PUBLIC SERVICE

2019 Finalist, Lampa social film festival

2018 “Honorary Volunteer of Russia” badge; special nomination of the Federation Council of the Russian Federation “Best Social Project Created by a Woman” in the “Best Social Project of the Year” competition

2017 Prize winner, EY Business Women Award — “For Contribution to a Harmonious Society”

2016 Prize winner, SAP UP social startup competition; winner of the Entrepreneurial Breakthrough competition

Public service Chair of the Expert Council on the Development of Social Entrepreneurship under the Economic Policy Committee of the State Duma of the Russian Federation, 7th convocation (past position)

RESEARCH INTERESTS

Professional identity and changes in career roles, motivation of professionally accomplished people, the relationship between individual choice, the executive role and the organizational system. Research interests and current work are not presented as completed research results or a defended dissertation.

ADDITIONAL INFORMATION

Languages - Russian — native; German — fluent; English — working proficiency

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