



# Dr. Julika Novkova, Ph.D.

Business Psychologist | Fractional Director Human Systems & Dynamics | C-level Business Development | Cyberpsychology & Adaptive Leadership

## CONTACT

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## EDUCATION & CERTIFICATIONS

### Ph.D. in Organizational Psychology (2019)

*Focus: Human Systems, Personality, Personal Brand, Peak Performance, Burnout Prevention, Leadership Dynamics*

- M.A. in Organizational Psychology (2012)
- B.A. in Psychology (2009)
- Certified Business Trainer
- Certified Sales Expert for Recruiters and HR
- Certified ICT and Digital Tools Expert

## SKILLS

- Business Growth Strategy
- Go-to-Market (GTM) Strategy
- Sales & Buyer Psychology
- Market Friction Analysis
- Organizational Design for Growth
- AI-Driven Strategy & Systems
- C-Level Advisory & Partnership

## PART-TIME LECTURER

UNWE / Sofia, Bulgaria

## PROFESSIONAL PROFILE

Every modern business system fundamentally operates on human perception, knowledge, and skills.

I partner with leaders to transform their mindset, services, products, and go-to-market processes. What clients agonize over for a month—a stalled product, a broken sales funnel, a misaligned team—I am trained to see almost instantly.

This isn't just a business skill; it's a diagnostic one. I take hours to deeply understand the CEO's vision, values, and fears. It's my job to identify and smooth out the main market friction points that are invisible from the inside. When you have that level of human context, the bottlenecks to growth are obvious.

This is how we co-create a growth strategy: I bring my team, data-driven frameworks (like Autopoiesis 4.0), and AI-scenario testing. We run a 360-degree analysis, map the current situation, and build an actionable plan for implementation.

We move beyond generic fixes to analyze, prioritize, redesign, and breathe life into your business by focusing on these core human systems:

- **Internal Systems** (operations & dynamics)
- **External Systems** (market strategy & buyer psychology)
- **Leadership Systems** (resilience & effectiveness)
- **AI Systems** (productivity & efficiency without burning out humans)

My approach is human-centered, results-driven, and systematic, helping you manage the risks inherent in the human element and cultivate environments where people thrive.

No business goal should overshadow human needs.

**Change. Adapt. Evolve.**

## Business Psychology

Applying psychological principles to solve concrete business challenges, improving team cohesion, productivity, and innovation.

## Operational Cyberpsychology & Internal Logic

Specializing in the human side of digital transformation, analyzing how remote teams interact with AI and technology to prevent burnout and build sustainable digital workflows.

## Adaptive Leadership:

I train leaders to move beyond traditional management and build the cognitive flexibility, resilience, and "Human-to-Human" (H2H) skills required to lead in a high-speed, probabilistic (AI-driven) environment.