



LIJA WIERIESZCZINSKAJA - Switzerland & EU

Lija Wierieszczinskaia is an accomplished business consultant, entrepreneur, and visionary leader with nearly 20 years of international experience across luxury services, hospitality, consulting, private aviation, and fashion. Having founded six brands across diverse sectors, Lija combines entrepreneurial agility with executive leadership to guide organizations through transformation while prioritizing social impact, inclusivity, and human well-being.

Her extensive global career—spanning nine countries across Asia, the Middle East, and Europe—has shaped her ability to integrate cultural sensitivity and human-centered strategies into business development. With a background in the luxury sector, particularly private jet and yacht operations, she is known for creating unique client experiences for UHNWIs, while embedding social responsibility and inclusive practices into high-performance business environments.

As a Certified Business and Life Coach & ICF-accredited Consultant, she helps executives align personal vision with corporate mission, ensuring organizations achieve sustainable performance without sacrificing human dignity, diversity, or wellness.

Core Expertise

- **Social Dimension of ESG (The “S”):** Specialized in inclusive leadership, stakeholder engagement, and workforce well-being; designs frameworks that align organizational success with human fulfillment and cultural diversity; advocates for social equity, fair practices, and community-oriented strategies.
- **Business Consulting & Optimization:** Experience in building and scaling brands across industries; expertise in structuring organizations for resilience, performance, and people-driven impact.
- **Leadership & Coaching:** Certified Business Coach (ICF) with expertise in executive mentoring, team development, and change management.
- **Cross-Industry & Cross-Cultural Strategy:** Deep exposure to oil & gas, construction, aviation, fashion, and consulting sectors; culturally attuned approach shaped by living and working in nine countries.



EXPERTISE WITHOUT BORDERS!

**NEXUM GLOBAL BUSINESS ACADEMY
STRATEGIC EXECUTIVE ADVISORS PROFILES**

Industry Experience:

- Oil & Gas – Strategic consulting and stakeholder alignment.
- Construction – Business optimization and people-centered project strategies.
- Private Aviation & Yachting – Leadership in luxury services with social responsibility emphasis.
- Coaching & Consulting – Executive mentoring and organizational transformation.
- Fashion – Brand creation and sustainability integration.

Notable Achievements

- Founded and scaled six international brands, unifying vision, brand identity, and social impact.
- Recognized thought leader in luxury client experiences, emphasizing inclusivity and cultural diversity.
- Supported global executives and organizations in achieving high performance without compromising well-being.
- Established a strong reputation for integrating the human factor as a driver of ESG success.

Certifications & Education

- Certified Business Coach & Consultant
- International Coaching Federation (ICF) Member – ID #0098728051

Mission Statement: I empower individuals and organizations to achieve their goals by aligning inner resources with external opportunities, because clarity of identity and social responsibility transform any environment into a space for growth and achievement.