

Yaroslav “Yaro” Derevianko

PERFORMANCE-WELLBEING SPECIALIST · CHIEF WELLBEING OFFICER · CEO COACH

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Open to part-time / fractional · 3-4 days/week · remote across Europe

7 yrs

BUILDING VENTURES

5

COMPANIES FOUNDED

45+

TEAM LED (PART-TIME)

€0→350k

BUILT IN 2 CITIES

PROFILE

Serial founder and performance-wellbeing specialist. I build programmes, operating models and teams from zero — now channelled into Pausa, a steward-owned performance-wellbeing company. Organisational psychology meets commercial instinct.

EXPERIENCE

Co-Founder & Programme Lead

Sep 2025 – now

Pausa – performance wellbeing for leaders

Designed the methodology, built the company, lead delivery. A leader offsite + 12-month integration, grounded in JD-R, PSC & Areas of Worklife. Steward-owned; incubated at Unicorn Factory Lisboa.

Founder & Managing Director

2021 – 2025

CityZen eLogistics – sustainable last-mile

Zero-emission cargo-bike delivery for local e-commerce. Grew from zero to €350k annual revenue across two cities (Zoetermeer & Hilversum), leading a team of 45+ part-timers; 2,800+ web shops served.

Founder

2019 – 2020

bamvélo S.E. – eco-design bicycles

Built the brand end to end as sole owner: design, supply chain, sales, marketing and finance.

Project Manager, Life Sciences

2016 – 2019

Sensitech – pharma supply-chain quality

250+ GDP validation projects across EMEA. Automated reporting: 4x faster, ~20% fewer errors. Letter of Recognition. (Earlier: GDP Consultant, De Fietskoerier Utrecht, 2019-20.)

SELECTED VENTURES

I Love Tiny — tiny-house business; sold 4 units (~€140k) across 4 countries → became the Pausa Reset venue.

Modernist Nederland — design-furniture brand; €18k revenue in six weeks.

I Love Running Utrecht — running coaching; six groups to their first injury-free 10 km.

“To live every day in a consciously happy way, with a positive impact on people and planet.”

LOOKING FOR

Chief Wellbeing Officer · Chief Happiness Officer · CEO Coach · Employee Wellbeing Specialist · Head of People / Wellbeing · Org Design · Programme Design. Values-led & impact-driven.

WHAT I BRING – DUALITY

Heart & brain

Numbers & emotions

Performance & wellbeing

Execution & strategy

Programme design · Facilitation · Org development · L&D · Org psychology · CSRD / ESRS S1 · Partnerships · Unit economics

AUTHORED

The Workplace Wellbeing Score© & the 3S Method (See · Shape · Sustain)

EDUCATION

Exec Diploma, Entrepreneurship & Mgmt

Like Center · 2020-23

MSc International Management

Karlsruhe Univ. of Applied Sciences · 2011-13

Magister, International Economics

Kharkiv National Univ. of Economics · 2005-10

LANGUAGES

English · Dutch · German · Ukrainian · Russian · Spanish