



VERONIKA VEDAS

Founder & CEO | Entrepreneur | Business Strategist | Researcher | Author | Creator of the A·L·I·V·E Framework

"Meaningful leadership begins with awareness,
integrity, curiosity, and responsibility."

Professional Profile

An entrepreneur, business strategist, researcher, and author with over two decades of international experience in business development, brand distribution, strategic partnerships, and cross-industry project leadership.

As Founder and CEO of Vedas Trade Limited (VDT) leading international commercial strategies, market expansion, and complex negotiations with corporations, global distributors, and institutional stakeholders. Leadership experience spans diverse sectors, including consumer goods, environmental technology, aviation, and technology-driven systems.

With an academic background in Applied Ecology and Regional Environmental Management, applying scientific systems thinking to commercial ecosystems. The approach to work sits at the intersection of business strategy, environmental sustainability, and human-centred innovation.

Alongside an entrepreneurial career, conducting interdisciplinary research across psychology, neuroscience, behavioural science, systems thinking, philosophy, and human flourishing. This synthesis led to the creation of the **A·L·I·V·E Framework** and the book **A·L·I·V·E – A Return to Yourself** — an evidence-informed, contemplative framework exploring personal development, decision-making, resilience, and purposeful action.

A·L·I·V·E

BEYOND THE BOOK

A modern framework for returning to yourself
in a world designed to pull you away.

Core Expertise

Executive Leadership & Strategy

International Business Development

Strategic Planning

Corporate Governance

Complex Negotiation

Cross-Functional Leadership

Brand & Market Expansion

Go-to-Market Strategy

Global Brand Distribution

Retail Partnerships

Key Account Management

Market Development

Systems & Sustainability

Environmental Systems Thinking

Applied Ecology

Sustainable Innovation

Regenerative Practices

Systems-Based Strategy

Human Flourishing & Mind–Body Sciences

Psychology & Neuroscience

Behavioural Science

Contemplative Wisdom

200-Hour Registered Yoga Teacher (YTT)

Mindfulness Practices

Key Ventures & Achievements

Founder & CEO — Vedas Trade Limited (VDT)

Founder and leader of an international business platform focused on commercial development, cross-industry ventures, and strategic partnerships.

Strategic Partnerships & Stakeholder Relations

Leads commercial negotiations, partnership development, and long-term relationships with corporate and institutional stakeholders.

Cross-Industry Portfolio

Oversees complex projects across consumer goods, environmental technology, aviation, and defence-related systems.

Strategic Growth

Directs corporate strategy, market positioning, international expansion, and multi-country distribution initiatives.

Author & Creator — The A·L·I·V·E Framework

Creator of the A·L·I·V·E Framework and author of A·L·I·V·E – A Return to Yourself — a multidisciplinary framework integrating scientific inquiry with contemplative wisdom.

Interdisciplinary Integration

Translates insights from neuroscience, social psychology, behavioural science, systems thinking, and philosophy into practical approaches for personal and leadership development.

Application

Provides structured tools for self-awareness, emotional resilience, strategic clarity, meaningful decision-making, and purposeful action.

Professional & Specialised Certifications

Social Psychology — Wesleyan University

Psychology of Disorders Related to Trauma, Anxiety & Stress Specialization — APA

Understanding the Brain: The Neurobiology of Everyday Life – University of Chicago

Psychological First Aid — Johns Hopkins University

The Science of Well-Being — Yale University

Introduction to Psychology — University of Toronto

200-Hour Registered Yoga Teacher Training (YTT 200)

Education

Master of Science (MSc) in Regional Environmental Management

Bachelor of Science (BSc) in Applied Ecology

Research Interests

Psychology | Neuroscience | Behavioural Science | Human Flourishing | Decision-Making | Emotional Intelligence | Conscious Leadership | Systems Thinking | Sustainability | Mind–Body Integration