



# Ula Iwanska

## People & Talent

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People Operations

HR Tech Stack

Talent Acquisition

Distributed Teams

Culture

I am passionate about building workplaces based on principles of autonomy, self-management and teamwork.

## Experiences

### Fractional Head of People & Talent (remote)

People & Talent - Since March 2023

- ▶ Avea Life, (Health and Wellbeing), (2024 - current):
  - ▶ Developed People Roadmap, to align strategy with business goals.
  - ▶ Piloted, launched, and iteratively improved Performance Management process: continuous feedback, AI enhanced process.
  - ▶ Surfaced team engagement patterns and implemented targeted actions (feedback training, communication transparency)
  - ▶ Implemented baseline processes for Salary Review, Progression and Job leveling.
  - ▶ Provided coaching for Management and Teams.
  - ▶ Designed structured interview process.
  - ▶ Responsible for day-to-day People Operations for distributed teams EMEA/APAC.
- ▶ Katanox (HotelTech, SaaS) ->
  - ▶ Led workshops to establish organisational readiness for implementation of self-management (holacracy principles).
  - ▶ Streamlined hiring process in collaboration with engineering team.
  - ▶ Hands on hiring for Engineering and Product. Distributed teams in EMEA (2023-2024)
- ▶ Tools: AI, Slack, G Suite, Confluence, Notion, Airtable, Miro, Asana, Greenhouse, HR Bamboo, 15five, ChatGTP, Gemini.

### Head of Talent

Avea Health (HealthTech) - November 2021 to August 2022

- ▶ Led redesign of cultural values (remote-first, flat and async culture)
- ▶ Delivered against hiring of critical roles: software developers, CISO, Compliance.
- ▶ Provided both strategic input and hands-on support to reach company OKRs (Hiring process and pipeline building, ESOP plan implementation, Performance Coaching).
- ▶ Stand-alone role, seed stage (pre-series A). Distributed Teams.
- ▶ Tools: Slack, G Suite, Confluence, Airtable, Miro.
- ▶ Reason to leave: lack of sufficient funding.

### Head of People & Culture

Nextail Labs (RetailTech,SaaS) - September 2019 to November 2021 - Remote

- ▶ Built People Function and contributed to increase of engagement and eNPS from 6 to 45; (geo: Spain, UK, Italy, Russia, US).
- ▶ Designed and implemented people strategies: 1. Growth: Career Path, Leadership, Internal mobility. 2. Infrastructure for scale: Compensation framework, Onboarding 3. Performance culture: Agile Performance Management (continuous feedback).

## Languages

🇺🇸 English ★★★★★

🇪🇸 Spanish ★★★★★

🇵🇱 Polish ★★★★★

## Skills

Design Thinking

Executive Coaching

Employee Enablement

## Interests

Dogs, Food, Travel, Dance

- ▶ I am professional dog trainer:)
- ▶ I am a foodie, Japanese and Spanish cuisine being the top of my list. I have lived in few countries in Europe and traveled extensively in Asia. I am Argentinian Tango Dancer

## Oracle HCM Implementer



Oracle HCM July 2023

Certified as Oracle Core HR Implementer (I have a knack for tech stack supporting People processes:)  
[\(View certification\)](#)

## Education

Solutions Based Coaching

ICF

Since 2024

Developing expertise towards Solutions focused coaching methodology that centers on building solutions towards desired outcomes

- Talent Acquisition: delivered against growth from 70 to 180 people.
- Hired on a stand-alone role and built the team from scratch (team of 5 direct reports).
- Tools: Slack, G Suite, Factorial, Lattice, Trello, Recruitree, Culture Amp.
- Post-series A, reported to CEO
- Reason to leave: Change in company strategy.

## Head of People & TA - Spain

**Deliveroo - July 2018 to August 2019 - Madrid**

- Led People & TA function for Spain, nurturing culture and building day to day people processes while supporting company growth to 160 ppl.
- Tools: Greenhouse, Slack, G Suite, Workday
- Reported to MD
- Reason to leave: Closing of Deliveroo business in Spain.

## Head of People and Culture

**Dommo (now Jungle21) - February 2017 to July 2018 - Madrid**

- Enabled change in the company culture and ensured that we hire the best talent for the agency. Implemented: OKRs, Real Time Feedback, passive Talent Pool.
- Reason to leave: Going back to tech sector.

## Senior Talent Manager EMEA, APAC

**Medallia (SaaS) - October 2013 to August 2016 - London**

- Created Talent Acquisition Strategy plan aligned with Medallia needs and business vision. Contributed to growth of business up to 120 people.
- Reason to leave: Personal (moved back to Spain).
- Tools: Greenhouse, Workday

## Staffing Partner EMEA Dublin, London

**Google - October 2010 to May 2013 - London**

- Managed full-cycle recruitment process, continuously overachieved on hiring goals (110% of target). Note: Employed with Google on 2x contracts (2010/2011-2012/2013).
- Reason to leave: Professional growth in start-up company.

## HR Responsible

**Geci Ing - March 2008 to July 2009 - Madrid**

- Managed hiring (engineers) and day to day HR Ops.
- Reason to leave: Redundancy due to 2008 crisis.

## Recruitment Consultant

**W&BS - March 2006 to February 2008 - Krakow**

- Managed clients and run international recruitment projects.
- Reason to leave: Professional growth (international).

## Leadership Training

**SBR Consulting**

August 2016

## Performance Based Hiring Methodology

**Lou Adler**

February 2014

## Master in Human Resources Management

**UAM/IFE Camara de Madrid**

October 2008 to April 2010

## Master of Cultural Studies

**Jagiellonian University**

October 1999 to October 2004