



ULA IWANSKA  
Head of People

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Talent Acquisition

End-to-end People Function

Distributed Teams

I am passionate about driving growth of high-performing businesses by implementing scalable people-focused strategies.

## PROFESSIONAL EXPERIENCE

### Head of People and Talent

AVEA (Longevity & Health Science, Swiss) - Since May 2024 - Part-time

- Leads end-to-end People function, partners with Founders and Executive Team.
  - Developed a People roadmap aligned with business goals.
  - Launched performance management process including calibrations to drive organisational success.
  - Delivered targeted engagement initiatives based on Engagement Survey analysis, increasing engagement by +1.2 and eNPS by +18.
  - Implemented salary review, job leveling, and progression processes to support growth, fair pay, budget planning and retention.
  - Designed and delivered "Radical Candor" feedback training.
  - Continuously coached managers on feedback and performance.
  - Designed and implemented a structured interview process that embeds cultural values.
  - Building and implementing Claude supported workflows (Recruiting scorecards, Automated onboarding, Engagement analysis skill).
  - Manages day-to-day people operations across multiple countries for distributed teams in EMEA and APAC.
- Tools: Slack, Google Workspace, Notion, Miro, Asana, Greenhouse, Loom, 15Five, Docusign, EORs, Gemini, Claude Cowork, ChatGTP

### Head of Talent

Katanox (SaaS, HotelTech) - March 2023 to March 2024 - Consultant

- Brought in on a contract to enable a self-management culture and address hiring needs.
  - Partnered with Product and Engineering team to streamline hiring process and delivered full-cycle recruitment for Engineering and Product roles.
  - Run Cultural workshops with Founders on subject of Holacracy (self-management).
- Tools: Homerun, BambooHR, Notion, Slack, Google Workspace.

### Head of People & Talent

Awell Health (SaaS, HealthTech) - November 2021 to August 2022 - Full-time

- Hired on a stand-alone role (pre-series A):
  - Led redesign of cultural values (remote-first, flat and async culture)
  - Delivered hiring for critical roles: Software developers, CISO, Compliance.
  - Provided performance coaching and facilitated team training for Engineering and Operations.
  - Implemented ESOP program.
- Reason to leave: lack of sufficient funding.

## LANGUAGES

English ★★★★★

Spanish ★★★★★

Polish ★★★★★

## SKILLS

Design Thinking

Executive Coaching

PX as a Product

## CERTIFICATIONS

ICF Certification - in training 2026  
International Coaching Federation

Solutions Focused Coaching 2025  
Solutions Academy Coach

Oracle HCM (Oracle Core HR Implementer), July 2023

## INTERESTS

Food, Health & Sustainability

- Certified professional dog trainer.
- Food waste and circular economy.
- Sports: Mountain trekking.
- Good book to read.

## EDUCATION

Lean PX Design

SAPIENX

Since 2026

Leadership Training

SBR CONSULTING

August 2016

- Tools: Slack, G Suite, Confluence, Airtable, Miro.

## Head of People & Culture

**Nextail Labs (SaaS, RetailTech) - September 2019 to November 2021 - Full-time**

- Built the People function from the ground up in post-series A, high-growth start-up. Reported to CEO.
  - Designed and implemented end-to-end people strategies across three pillars: (1) Growth: career paths, leadership development, and internal mobility; (2) Infrastructure for scale: compensation frameworks and onboarding; and (3) Performance culture: agile performance management with continuous feedback.
  - Led Talent Acquisition efforts enabling company growth from 70 to 180 employees.
  - Run HR operations and ER in multi-country scope: Spain, UK, Italy, Russia, USA.
  - Built People team from scratch (team: 5 reports).
- Reason to leave: an opportunity with greater direct impact.
- Tools: Slack, G Suite, Factorial, Lattice, Trello, Recrutee, Culture Amp.

## Head of People & TA - Spain

**Deliveroo - July 2018 to August 2019 - Full-time**

- Led the People & TA function for Spain, managing two direct reports and supporting company growth to 160 employees through strong culture and people processes.
- Reason to leave: Closure of the Spain office.
- Tools: Greenhouse, Slack, G Suite, Workday

## Head of People and Culture

**Dommo (now jungle21) - February 2017 to July 2018 - Full-time**

- 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 - Full-time - 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 a start-up company.

## HR Responsible

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

Managed hiring (engineers) and day to day HR Ops. Left due to redundancy.

## Recruitment Consultant

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

Managed clients and run international recruitment projects.

## 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