



Ula Iwanska

Head of People

Madrid Spain

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People Operations

HR Tech Stack

Talent Management

Compensation

Distributed Teams

"We build people and people build companies".

I am passionate about creating workplaces based on principles trust, ownership and self-management.

www.ula-iwanska.com

Experiences

Fractional Head of People

People & Talent - Since 2022

- Projects:
- Avea Life (remote) -> People Operations, Engagement, Performance Management. Distributed teams EMEA/APAC (2024 - current)
- Katanox (SaaS) -> Engineering and Product hiring. Distributed teams in EMEA (2023-2024)
- Awell Hell (SaaS): Cultural values, Compensation & Ops, Hiring and Performance coaching. Distributed teams in EMEA/Asia, (2021-2022).
- Tools: Slack, G Suite, Confluence, Notion, Airtable, Miro, Asana, Greenhouse, HR Bamboo.

Head of People & Culture

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

- Built people function and created great working environment at Nextail Labs (geo: Spain, UK, Italy, Russia, US); eNPS increase from 6 to 45.
- 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.
- 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 at the end of tenure). Remote.
- Tools: Slack, G Suite, Factorial, Lattice, Trello, Recruitee.
- 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.

Languages

English ★★★★★

Spanish ★★★★★

Polish ★★★★★

Education

Solutions Based Coaching

ICF

Since 2024

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

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

- 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).

Interests

Volunteering

I have volunteered extensively during the period of 2003-2007 and 2009-2010, facilitating trainings for multicultural group of students and immigrants. Currently continue helping out with career advice for refugees.

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

Skills

Coaching



Design Thinking



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](#)).