



GABRIELLA SCHWARCZ

PEOPLE & CULTURE ENTHUSIAST



CONTACT

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SUMMARY

I have turned my passion for people into my profession. I enjoy creating a workplace culture where people belong and thrive. I love working with an entrepreneurial spirit. I am a curious mind who is eager to listen, analyze, and understand. I find, hire and grow incredible talent by cultivating a great employee experience and providing opportunities to explore, learn and develop. I do something that I love.

SKILLS

| Languages

German	
Native	🌟🌟🌟🌟🌟
Hungarian	
Native	🌟🌟🌟🌟🌟
English	
Professional	🌟🌟🌟🌟🌟
Russian	
Basic	🌟
Italian	
Basic	🌟

SKILLS

| Professional

- Global, intercultural collaboration & communication
- Project & team management
- Coaching & talent development
- Leadership
- Employee engagement & retention
- Performance management
- Global talent acquisition
- International executive search
- Employment law (focus Germany)
- Mobility
- Diversity, equity, and inclusion

WORK EXPERIENCE

BUSINESS OPERATIONS MANAGER - PEOPLE & ORGANIZATION OPERATIONS LEAD

Stocard GmbH / KLARNA Group, Mannheim | January 2022 —

Klarna is the leading global payments and shopping service, providing smarter and more flexible shopping and purchase experiences to 150 million active consumers across more than 450,000 merchants in 45 countries.

Following the acquisition of Stocard GmbH in July 2021, I managed the company's HR integration into the Klarna Group as a business unit and ensured a successful integration while providing continuity for all HR and recruiting processes during the transition period. Among others:

- Careful and well targeted communication management with all stakeholders.
- Effective data and process migration.
- Guidance on processes related to the international legal framework for employment.
- Successful transformation of the organizational design and operating model.

Post integration, as Business Operations Manager, I stepped into the role of Domain Operations Lead for a rapidly expanding and newly established international business unit (In-store & Retail Relationships Domain) at Klarna. This unit combines the former Stocard Domain with other Klarna Groups and acquired companies, fostering growth and synergy. I am managing various facets of the domain's people operations and driving its success. Among others:

- Contributing to the domain's strategic development, managing employee experience initiatives to promote engagement and enablement.
- Ensuring high-quality staffing, collaborating with central recruiting teams.
- Managing M&A activities within the domain, orchestrating a smooth transition to leverage benefits of acquisitions and enhance the overall performance of the domain.
- Shaping culture to align with Klarna's values, supporting organizational development processes and implementing changes.

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SKILLS

| Tools & Software

- HR Software
Personio (Administrator), Workday, DATEV
- Applicant Tracking System
Recruiterbox / Trakstar Hire (Administrator), Lever
- Organization / Communication
Confluence, Jira, Trello, Slack
- Learning & Development
Looop (Administrator)
- General Software
Google Workspace
Microsoft Office
Apple Suite
Adobe Creative Cloud (Acrobat, Photoshop, InDesign, Lightroom)

INTERESTS

#people #psychology #science #technology
#media #sports #travel #photography

WORK EXPERIENCE CONTINUED

HEAD OF HR & RECRUITING

Stocard GmbH, Mannheim | October 2014 — December 2021

The innovative and intuitive **Stocard** app allows millions of consumers around the globe to turn their smartphone into a mobile wallet where they add loyalty cards from their favorite stores and sign-in new ones.

As the HR & Recruiting lead, I joined the company at an early stage and alongside the founder team, built the company and the international team, enabling scaling success at a fast pace. Among others, my main duties included:

- Developing and expanding the HR & Recruiting department, including managing direct reports and guiding organizational development across international locations.
- Assessing and implementing functional and scalable HR structures and processes, including policies, compensation, legal compliance, employee development and performance evaluation.
- Developing recruiting strategies and processes for all business areas and levels in international locations, including employer branding, talent pool setup, and managing partnerships with external service providers; leading international executive search.
- Planning and implementing various HR systems and tools, including analysis of strategic priorities, evaluation of vendors, and regular review as well as benchmarking of alternative solutions.

FREELANCE COMMUNICATION STRATEGY CONSULTANT

Diverse Client Portfolio | January 2014 — September 2014

Freelance conception and strategy development for B2C, B2B communication.

MARKETING & SALES MANAGER

Ramitek GmbH, Grünstadt | September 2012 — December 2013

Ramitek is a software, metrology & engineering startup. My responsibility was driving marketing activities and sales success, supporting new product launches.

LECTURER

DHBW, Ravensburg | March 2008 - September 2012

Baden-Wuerttemberg Cooperative State University

Lecturer at the Faculty of Business, Business Administration Media and Communication for the subjects "Qualitative Market Research" and "Brand Management".

STRATEGIC PLANNER/CONCEPT DEVELOPER

Dorten GmbH, Stuttgart | January 2006 – September 2013

Dorten is an independent creative consultancy that specializes in creating powerful brand personalities and distinctive visual identities. I developed strategies and concepts for national and international projects, including BMW, Audi, and Quelle. I took parental leave betw. May 2007 and September 2013.



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REFERENCES

STOCARD GMBH / KLARNA Group

David Handlos - Founder & former CEO of Stocard

in

DORTEN GMBH

Christian Schwarm - Founder & former CEO

in

JWT GMBH

Vanessa Lehmann-Spalleck - former Account Director Europe JWT Düsseldorf

in

Please [reach out to me](#) for contact details.

WORK EXPERIENCE CONTINUED

STRATEGIC PLANNER

JWT GmbH (WPP Group), Düsseldorf | December 2003 – December 2005

JWT - former J. Walter Thompson, today **Wunderman Thompson** -, an international creative advertising agency, at the time lead communication agency of Mazda Motor Europe GmbH. My primary focus was developing brand strategies and conducting market research for the international brand communication of Mazda Motor Europe GmbH, as well as for the national communication strategy of Mazda Motors Deutschland GmbH.

FREELANCE MARKET RESEARCHER

Diverse Client Portfolio | February 2002 – December 2003

Conducting and analyzing psychological in-depth interviews for national and international projects with clients such as Rheingold, IFM Heidelberg, Taste!, Sommer Research GmbH, and Sitescreen Website Impact Research.

ASSISTANT IN STRATEGIC PLANNING

WOB AG, Viernheim | January 2000 – October 2001

WOB is a creative agency focusing on B2B clients. In this role, I managed projects and developed strategies for B2B corporate communication.

EDUCATION

ACADEMY FOR MARKET & MEDIA PSYCHOLOGY COLOGNE

Professional degree program in morphological market and media research
Qualification as morphological market and media researcher
2001–2003

RUPRECHT-KARLS-UNIVERSITY HEIDELBERG

German Philology – Literature (major), Linguistics, Sociology
Degree: M.A. (1.7)
1993 — 1999

STUDIENKOLLEG UNIVERSITY HEIDELBERG

Obtaining German university entrance qualification
1992 — 1993

