

ANICAALLA

COMPETENCE RANGE

HUMAN RESOURCES CONSULTING & MANAGEMENT

- Overall HR Strategy & Processes
- Organizational Structures
- Recruitment & Recruitment Strategy
- HR Administration
- German Labor Law
- Internal Communication & Workflows
- Company Culture
- Personnel & Professional Development Planning
- Professional Termination & Change Management
- Leadership & Performance Management
- HR-Marketing
- Employer Branding
- HR Innovation

HUMAN RESOURCES WORKSHOPS & COACHING

For Founders, HR Professionals &
Managers in various HR related topics

WORK EXPERIENCE / VITA

since 2014

Founder & Managing Associate
NOSADE.com

since 2012

Freelance Human Resources Consultant / Interim Human Resources Manager /
HR Trainer / HR Coach
ANICAALLA.com

Relevant Clients: AVIDLY, BLOOM PARTNERS, Fashionette, Startup Work-
shops, i-Potentials, HR-Recruitment Services, Justeat Takeaway, VAY Technology,
Keller Sports, HERE Technologies, B-REEL, Mynewsdesk, DCMN, Watchmaster,
EcoIntense, MONOQI, SUMUP, LEVERTON, GROUPON

2015 - 2018

Jury Member & Coach for the Business Plan Wettbewerb Berlin Brandenburg
"BPW"

(in the fields Human Resources & Business Start-Up)

2010-2012

Employments in Business Consulting & HR

ANICAVLLA

EDUCATIONAL BACKGROUND

2008 - 2010 International Business (Euro FH, Hamburg/Beijing)

2006 - 2009 Trainee Hotel Management (Sofitel Luxury Hotels, Berlin)

2005 Abitur (Graf-Münster-Gymnasium, Bayreuth)

LANGUAGES

Fluent in German & English

Basic Spanish, French & Arabic

PROJECT LIST

MONOQI (2012-2013) now DECOVRY, HR Consultant

Overall on-site setup of non-existing HR-structures: Predominantly administrative structures, as well as hiring & recruitment, employee development & leadership and cultural structures, operationally supported by HR manager & interns

ZAPPCHOICE (2013-2016), HR Coach

Coaching of the founder / managing director in the fields: recruitment & organizational setup as well as labor law related questions

MYNEWSDESK (2014-2017), HR Consultant

Overall on-site setup of the German HR-structures: Predominantly administrative structures, as well as hiring & recruitment, employee development & leadership and cultural structures, in close collaboration with Swedish HR headquarter

GRÜNDUNGSNETZWERK DER BERLINER HOCHSCHULEN "B!GRÜNDET"
(2015-2017), HR Coach

BUSINESS PLAN WETTBEWERB BERLIN BRANDENBURG "BPW"
(2015-2018), Jury Member & HR / Business Start-Up-Coach

LEVERTON (2016), HR Consultant

Overall on-site setup of non-existing HR-structures: Predominantly administrative structures, as well as hiring & recruitment and cultural structures, operationally supported by HR assistant

WATCHMASTER (2016-2017), HR Coach

Coaching of the HR manager and managing director in the fields: recruitment & organizational setup, administrative structures as well as labor law related questions

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B-REEL (2016-2017), HR Consultant

Overall on-site setup of the German HR-structures: Predominantly administrative structures, as well as hiring & recruitment, employee development & leadership and cultural structures, in close collaboration with Swedish HR headquarter

HERE (2017), Senior Talent Acquisition Consultant

Support in operational TA & reworking existing operational TA structures

ECOINTENSE (2017-2018), HR Coach

Coaching of the managing director in the fields: recruitment & labor law related questions

KELLER SPORTS (2018 – 2019), HR Consultant

Review of existing HR structures from the past 13 years & creation of an overall HR strategy: Predominantly recruitment as well as administrative structures & processes, internal & external employer branding, personnel development, leadership and cultural structures, in close collaboration with the founder & CEO

REE TECHNOLOGY (2019 – 2020) now VAY TECHNOLOGY, HR Consultant / Interim Head of People

Overseeing & leading the HR team of 4 people, hands-on recruitment for business & tech roles, payroll, administration, as well as processes behind recruitment & admin.

JUSTEAT TAKEAWAY (2021), Interim Senior HR Business Partner

Consult with line management and provide daily HR guidance, Work closely with Tech & Product top management, talent acquisition and employees, Identify training needs for teams and individuals & evaluate training programs, Participate in interviews for lead positions

I-POTENTIALS (2021), Senior Consultant

Support internal talent acquisition activities & external client projects

BLOOM PARTNERS (2021 - 2022), Interim Head of People

Hands-on handling and restructuring HR operations & admin, as well as hiring & recruitment and employee development

AVIDLY Germany (2022 – to date), Interim Head of People

Overall on-site setup of the German HR-structures: Predominantly administrative structures, as well as hiring & recruitment, employee development & leadership and cultural structures, in close collaboration with Finnish headquarter