

# JESSICA M ZWAAN

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## ABOUT

### Chief Operating Officer

I'm a hands-on Chief Operating Officer. I find my joy in diverse, kind, and world-changing companies of incredible people. I have a first class honours Law Degree, and a background in People Operations and leadership in scaling businesses.

I'm a regular panellist and speaker: Presenting at local and international events on how to positively influence culture, strategise a modern People function, improve your employer brand, advocate for a human experience, and generally how think about People Ops as a product.

Sometimes blogger, sometimes cyclist, sometimes legal-geek, sometimes vegan home-cook. Oh, Ik kan een beetje Nederlands spreken! (She/Her) ✨

## PROFESSIONAL EXPERIENCE

### WHEREBY

Remote  
Amsterdam, NL  
August 2020 – Current

### CHIEF OPERATING OFFICER

Building a business giving people across the world the freedom to work from anywhere. Our global HQ is in Oslo, Norway, but the user base of Whereby is worldwide - having been used in nearly every country in the world by millions of users. 🌍

### BEING PEOPLE

Remote  
Amsterdam, NL  
February 2016 – Ongoing

### CHIEF PEOPLE OFFICER

Working as an independent start-up and scale-up Chief People Officer. Working directly with founding and executive teams on their biggest People Ops challenges. allplants, Aula, Automattic, CharlieHR, CV Plus, SWEN and more...

### MCCANN WORLDGROUP

London, UK  
June 2018 - August 2019

### GROUP HEAD OF TALENT

McCann asked me to join their UK Talent Team, heading up a 13-person function as it built out a new strategy and direction. I strived to go above and beyond my job description in my role at McCann, creating fresh solutions to pesky hurdles as we've built from a legacy, dated way of working to a world-class and award-winning function.

### WONDERBLY

London, UK  
April 2016 – June 2018

### VP PEOPLE

Wonderbly are proud Sunday Times Tech Track #1 2017, and a Tech Nation Future-50 company! I was the first HR hire and a core member of the leadership team, working with management to coach them into supporting a growing business, who looks for best in class colleagues and team-members. Overall, my biggest achievement has been building the function from the ground up, with little resource; I've strategised, built, and managed the award-winning and effective People and Talent Operations team.

## BOX PEOPLE PARTNER

London, UK  
Jan 2015 – Feb 2016

This role began as a narrower-scope generalist Talent position in pre-IPO Box, and ended as a multifaceted branding, engagement, culture and talent ambassador role. I designed and implemented training (interviewing, system, bias), coached leadership on talent attraction, and structured the Europe EVP strategy. I also personally managed ATS implementation, training, and support for Europe.

## GOLDMAN SACHS HUMAN CAPITAL MANAGEMENT

London, UK  
May 2014 – January 2015

A hands-on, engaged role with campus and experienced technology recruitment, early careers, and onboarding (Strats/Quants).

**2014** I moved to the UK and travelled for a few months. Including some time selling merch for Nada Surf, touring around Benelux in a van, and bungee jumping off a crane in Glasgow.

## BHP BILLITON HUMAN RESOURCES OFFICER

Brisbane, Aus  
Nov 2010 – Feb 2014

HR Graduate in rotation working across every HR department in the business (from Industrial Relations to Accommodation) and then moving to a full-time role as a HR Officer/Business Partner.

## EDUCATION

### UNIVERSITY OF LAW BACHELOR OF LAWS (HONS) 1:1

London, UK  
2019 – 2021

First-class Honours 86%. Nominated and elected Class Representative in the Student Association. 90% dissertation on the legalities of remote working cross border in the EU.

### CIPD LEVEL 5 HUMAN RESOURCES DIPLOMA

London, UK  
2016 – 2018

Employment Law, Reward and Remuneration, Employee Engagement, Leadership Skills and Development, Talent Development and Acquisition, Business Strategy, and Organisational Design.

### UNIVERSITY OF QLD BACHELOR OF JOURNALISM

Brisbane, AUS  
2008 – 2011

Publishing and Communications. Activities and Societies: Women's College II UQP Poetry Society II Associate University Queensland Press and Bookstore.