FRIEDERIKE L. STEIN

People & Culture | People Experience | Leadership Development | Talent Management | Facilitator | Trainer | Coach

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Europe



EXPERIENCE

Director & Co-Founder
04/2022

Culture@Heart
Detmold, Germany

Culture@Heart is a boutique HR-Consulting and Training firm focusing on building a progressive workplace culture and inspiring people experiences through Team & Leadership Development.

- Selected Consulting Projects: Arla Foods Leadership Development and Onboarding Projects, Talent Program Webinars.
- Bergman Clinics: Cultural Transformation and Leadership Development across all sites in Northern Europe.
- Workshops Delivered: Establishing Core Values and Behaviors, Crafting Company Purpose, Team Rituals, 5 Cohesive Behaviours of a Team and other Team Alignment Workshops.
- Trainings Delivered: Feedback and Communication, Recruitment and Interview Techniques (HR), Conflict Management, Leadership Development for newly promoted leaders, Stress and Resilience.
- **Interim Management:**
- March 2026 ongoing: Head of L&D at **Simtra BioPharma Solutions** (private equity), Halle - A global contract development and manufacturing organization (CDMO) with a singular focus on sterile injectables.
- Feb. 2025 - July 2025: Senior Director, People Lead DACH at **Mondelez International**, Bremen - One of the largest snack companies in the world.
- Jan. 2023 - March 2024: Chief People and Culture Officer at **Bergman Clinics** Germany - The largest network of focused clinics for plannable treatments in the Netherlands, Sweden, Denmark, Norway, and Germany.

https://www.cultureatheart.com

Project Partner
06/2024

Mercer Profil M Beratung für HR Mgmt GmbH
Remote, Germany

The market leader in Consulting for Developing Leadership in Germany.

- Talent Management Consulting Project
- Leadership Journeys and Team Workshops
- Virtual 360° Coaching
- ...for clients like Lanxess, Barmer, Vonovia, Drees & Sommer, Brenntag

https://www.profil-m.de/

SUMMARY

I am passionate about creating exceptional people experiences and fostering an energizing, inspiring company culture that drive talent attraction, retention, and empowers individuals to unlock their full potential - fuelling business performance and success.

EDUCATION

Magister Artium (Master's Degree)

The University of Freiburg

04/1998 - 11/2004
Freiburg im Breisgau, Germany

- Languages, Business, Economics

CERTIFICATIONS

Certified Business Coach

Certified Business Trainer

New Work Facilitator

Certified Korn Ferry 360 & KFALP Coach

Hogan Assessments Certificate

Facet5 accredited

LANGUAGES

German	Native	●●●●●
English	Proficient	●●●●○
Italian	Intermediate	●●○○○
Romanian	Beginner	●○○○○
Dutch	Beginner	●○○○○

EXPERIENCE

Chief People Officer
01/2021 - 03/2022

Marley Spoon AG
Berlin, Germany

A meal kit delivery service featuring fresh, high-quality ingredients and easy-to-follow recipes.

- Spearheaded the development of the People function through internal coaching, talent development, and strategic external hiring.
- Designed and implemented comprehensive People, Talent, and Total Rewards strategies.
- Defined and launched the Employee Value Proposition, including the creative tagline "When You Grow, We Grow," supported by employer branding initiatives.
- Led a global People team of 49 professionals across Europe, the US, and Australia.
- Established and optimized internal HR processes, from office security protocols to fostering a new hybrid working culture.
- Introduced the HR Business Partner function to align people strategies with business needs.
- Supported the creation of company values and drove culture-building initiatives.
- Collaborated closely with the Remuneration Committee of the Supervisory Board on strategic decisions.
- Developed an inclusive Talent and Performance Management approach, addressing the idiosyncratic rater effect.
- Created engaging intranet pages to enhance communication and accessibility for the People function.
- Prepared for the launch of a global payroll provider and implemented a new HRIS landscape.
- Scope: 2,000 employees, EUR 350m NR, team of 49.
- Reporting to the Group CEO/ Co-Founder

https://marleyspoongroup.com/

HR Director DACH & Nordics
01/2018 - 12/2020

Reckitt
Heidelberg, Germany

The company behind some of the world's best known and most trusted Health and Hygiene consumer brands.

- Heading the Human Resources Function & Facility Services for a commercial business and R&D site
- Creating the HR strategy for the region
- Implementing strategic HR priorities in the region
- Collaborating closely with the Centers of Excellence regarding Reward & L&D
- Owning the L&D agenda for the region
- Owning the graduate program for the region
- Participating in global projects such as contributing to the introduction of various SuccessFactors modules (talent, recruitment, onboarding)
- Leading and implementing restructuring projects such as closing the field force and the Fixed Costs restructuring initiative
- Leading the transformation into two separate business units from the HR side
- Onboarding and coaching new management team members
- Preserving and enhancing RB's specific corporate culture by working on a purpose-led company image
- Working closely with the local works councils and preparing EWC meetings
- Scope: approximately 500 employees, EUR 500 million revenue, team of 20
- Reporting into the General Manager DACH & Nordics & Area HRD in Amsterdam

https://www.reckitt.com/

PERSONAL VALUES

Freedom - Ownership - Belonging - Impact - Legacy - Humility

SKILLS

Leadership Development · Cultural Transformation · Feedback & Communication · Recruitment & Interview Techniques · Conflict Management · Talent Management · Succession Planning · Assessment & Development Centers · Design of an engaging People Experience · Learning & Development · HR Strategy · ATS Implementation · Leadership · Coaching & Mentoring · Employee Engagement · Employer Branding · Change Management · Training & Facilitation · EVP Design & Implementation

INTERNATIONAL EXPERIENCE

Stays Abroad

Romania (3 years) - Italy (1 year) - Australia (1 year) - Netherlands (nearly 3 years) - South East Asia (2 months)

EXPERIENCE

Talent Director Europe & NA
04/2015 - 09/2017

Reckitt — Amsterdam, Netherlands

- Reporting into Global HR Director L&D & Talent Acquisition.
- Talent Management.
- Succession Planning.
- Assessment & Development Centers.
- Future Leaders Program.
- Talent Upgrade Program.
- Talent Toolkit Creation & Implementation.
- Talent Evaluation Process.
- Creating & Implementing Global Onboarding Including Learning Platform.
- Scaling Best Practices.
- Implementing Talent Module SuccessFactors.
- Implementing & Leading Six Talent Acquisition Teams Across North America, Europe, and ANZ.
- Scaling Best Practices.
- Creating and Leading the Roll-out of Global Recruitment Workshops for Hiring Managers, Including Unconscious Bias Training for Recruiters, and Leading Train-the-Trainer Sessions.
- Implementing KPI-Driven Recruitment Processes with Cost Savings Across the Area.

Senior HR Business Partner
10/2012 - 03/2015

Reckitt — Mannheim, Germany

- Reporting into the Regional HR Director Central Europe
- Responsible for all areas of HR for the German Commercial business
- Leading a team of 6 with 1 HR Business Partner, HR Controller, HR Generalists, and Recruiter
- Partnering with the business, focusing on sales in commercial functions
- Cooperating with the commercial works councils
- Leading the global Taleo implementation project (ATS)
- Managing scope for 350 employees with a team of 6

Manager HR Business Partner
07/2010 - 09/2012

ManpowerGroup — Frankfurt, Germany

A global leader in contingent staffing and permanent recruitment.

- Reporting to the HR Director Germany
- HR Strategy, HR Business Partner, Compensation & Benefits, HR concepts, Recruitment
- Implementation of ATS, ACs & Development Centers, competency-based interviews, coaching
- Leading the team of 4 HRBPs & HR Controller/ C&B Specialist
- Works council cooperation
- Scope: 1.200 internal employees, Team of 6

https://www.manpowergroup.com/

Team leader HR Business Partner
01/2010 - 06/2010

ManpowerGroup — Frankfurt, Germany

- Reporting to the HR Director Germany
- Leading the change & introduction of HR Business Partners at Manpower Germany and the continuous development of the concept
- Compilation and leadership of a team of 3 HR Business Partners
- The responsibility for internal recruitment throughout Germany
- Advising and accompanying senior executives on all personal-related & labour law matters
- Support of restructurings
- Trusting cooperation with the works council (negotiations on social plans, balance of interests, works council agreements, group works council agreements)

HR Generalist
01/2009 - 12/2009

Manpower — Frankfurt, Germany

Executive Search Consultant
03/2008 - 12/2008

Amrop Hever Global Executive Search — Bucharest, Romania

EXPERIENCE

Internal Recruitment Manager
04/2007 - 02/2008

Manpower
Frankfurt, Germany

Assistant Permanent Placement
09/2005 - 03/2007

Manpower
Frankfurt, Germany

Several Internships & student jobs
1998 - 2005