**Location:** Rochford, SS43AH

**Marzenna Almendro**

***Business Psychologist***

***MBPsS 544836***

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**Professional Profile**

Confident, dynamic professional with a solid background in acting as strategic partner, supporting ambitious business leaders. Competent & comfortable working in international environments, with a palate for ambiguity & complexity, working with cross-functional teams & providing strategic direction. Areas of expertise include combining psychological & behavioural insights & accredited on a range of psychometric tools, alongside: designing & delivering assessment solutions, best practice in talent assessments, applying technology to deliver solutions whilst providing excellent client & candidate experience, problem solving, strategic planning, business strategy, team leadership, management consulting, communications, negotiations, operations, value-add, stakeholder engagement, process improvements, innovation & marketing.

**Key Highlights**

* Valued decision-maker relied upon for recommendations on selection of talent ranging from middle management to C-suite professionals, working across continents (for small businesses to blue-chip companies).
* Product development:
* In 2021, designed & developed a novel Leadership & Management framework for Blackmore Four Ltd. In early 2022, translated this framework into a psychometric digital software solution titled the [Blackmore Four Leadership Library](https://www.blackmorefour.app/login) by project managing a team of developers. The tool’s capability is delivering a Leadership Needs Analysis, alongside a 360-assessment function.
* In latter half of 2022, designed & developed a bespoke [Leadership Programme](https://blackmorefour.co.uk/mastering_effective_leadership/), empowering candidates to translate strategic requirements of the business into Leadership needs.
* As of 2021 to date, created Leadership Development content for exclusive business breakfasts for niche market, hosting business owners, Managing Directors & CEOs.
* In 2020, redesigned systems & processers, moving business (Holistan) from a brick & mortar organisation to a full suite of online services & solutions presented during the 2020 Corona Virus Pandemic & lockdown.
* Thought leader in the realm of psychology, mental health, coaching & psychometrics, invited to appear on mainstream [media](https://www.marzennaalmendro.com/media.html) platforms (television, radio & online forums).
* Sought after coach, with a track record of mentoring and coaching numerous high-level professionals.
* In 2016 published the book “[Chasing the Dream: A Guide to Practice Management…](https://www.marzennaalmendro.com/start-your-private-practice.html)”
* In same year, developed two Qualifications (RQF 2) on New Venture Development for Adult Learning purposes.
* Portfolio of work available at [www.marzennaalmendro.com](http://www.marzennaalmendro.com)

**Professional Experience**

**Apr 2021 – present:** [**Blackmore Four Ltd**](https://blackmorefour.co.uk/) **Client Solutions Manager**

*Partnering with ambitious business leaders in a bid to achieve outstanding levels of performance, capitalising on expertise around how people think, work & learn.*

* Relied upon to assess senior candidates, making sound recommendation on appropriate fit between candidate and job role.
* Application of psychological & behavioural insight, leveraged against a range of expertise in analysis of psychometric assessment data.
* Demonstrating knowledge of adult learning, high impact learning transfer, performance improvement & organisational development. Examples of facilitated events (‘Effective Leadership in Action’) available [here](https://blackmorefour.co.uk/events/).
* Accountable for designing, developing & delivering high-impact solutions, based on a thorough analysis, in-depth understanding & assessment of clients’ needs, navigating complex briefs & improving business performance & the realisation of business’s vision.
* Championing the development of bespoke solutions to meet client needs, leveraging off relationship building skills & exercising project management skills in delivering within budget & as efficiently & effectively as possible.
* Polished problem-solving skills & strategic capability proven through the application of robust diagnostic practices to identify the gap between desired & current state in partnership with the client.
* Exercising marketing expertise by working collaboratively with the team in developing the content marketing strategy & contributing to various platforms. Primarily responsible for content copy for social media (see [LinkedIn page](https://www.linkedin.com/company/20125375/admin/)), company documents, [blogs](https://blackmorefour.co.uk/insights-for-leaders/) & webcasts (see recordings for the series ‘Four Questions’ [here](https://blackmorefour.co.uk/four-questions/)). Monitoring analytics and trends to ensure our marketing approach is consistently in line with gaining traction in the B2B space.
* Polished interpersonal skills & EQ when having difficult conversations with business leaders, probing to get to the heart of the issue, alongside out of scope requests, encompassing a pragmatic approach.
* Working collaboratively with the Managing Director, leveraging commercial awareness to grow new opportunities, expanding the business & building the brand of Blackmore Four.
* Collaborating with clients in reviewing feedback, further developing expertise that are relevant & supporting the client journey & sales process, generating new opportunities.

**Jan 2015 – Mar 2021: Holistan Ltd. General Manager, Senior Assessment Consultant & Coach**

*Founder of Holistan, a consultancy focusing on the integrative, fair, scientific manner of assessing individuals for the purpose of selection & development. Holistan utilised the science of psychology in various domains, with a focus on B2B and B2C solutions.*

* Pioneered multiple solutions in consulting role, designing specific, bespoke solutions to meet clients’ needs, supporting business performance & organisational development within tight deadlines.
* Grew business footprint across country, creating a solid brand, capitalising on various technologies & channels.
* Created content marketing strategy aligned to content for various platforms such as [webinars](https://www.youtube.com/channel/UCswPkeihO0AxgDCROuMY_FQ), articles, blogs, [media](https://www.marzennaalmendro.com/media.html) & monthly newsletter, including approximately 3000 subscribers.
* Generated consistent organic growth of brand through social media for [Facebook](https://www.facebook.com/holistanltd), [Twitter](https://twitter.com/Holistan), [Instagram](https://www.instagram.com/welcome2holistan/), [LinkedIn](https://www.linkedin.com/company/9381315/admin/), [YouTube](https://www.youtube.com/channel/UCswPkeihO0AxgDCROuMY_FQ?view_as=subscriber) & received excellent testimonials on [Google review](https://www.google.com/search?q=holistan&source=hp&ei=K-rnYcbhDM6UgQaq677YCQ&iflsig=ALs-wAMAAAAAYef4O4P7I3NZye84PArHn18iZF1utdxV&ved=0ahUKEwiGo4fnz731AhVOSsAKHaq1D5sQ4dUDCAo&uact=5&oq=holistan&gs_lcp=Cgdnd3Mtd2l6EAMyBQgAEIAEMgQIABAKMgcIABCxAxAKMgcILhCxAxAKMgQILhAKMgQILhAKMgQIABAKMgQIABAKMgQILhAKMgoILhDHARDRAxAKOgsIABCABBCxAxCDAToOCC4QgAQQsQMQxwEQowI6EQguEIAEELEDEIMBEMcBEKMCOggIABCABBCxAzoLCC4QgAQQxwEQowI6BQguEIAEOg0ILhCxAxDHARCjAhAKOgsILhCABBDHARCvAToLCC4QgAQQxwEQ0QM6BwgAEIAEEApQAFibBWCKB2gAcAB4AYAB8gKIAYUMkgEHMS4wLjIuM5gBAKABAQ&sclient=gws-wiz#lrd=0x1e95121877ac0b57:0xe0f571106e4f8abb,1,,,).
* Facilitated the candidate experience, analysing talent, scoring data, writing psychological reports & presenting findings.
* Executed large scale projects, including simulations & 360s nationally & internationally.
* Guided school leavers with career assessments & feedback.
* Consistently booked for executive coaching for professionals across industries.
* Created personal branding solutions for individuals with 100% client satisfaction &
* Influenced, mentored & coached Psychology professionals & facilitated workshops around the country, as well as [online](https://www.marzennaalmendro.com/webinars--workshops.html).
* Track-record of superior performance in business development, negotiating and influencing decision makers, resulting in a portfolio of clients including: [Discovery](https://www.discovery.co.za/portal/index.jsp), [Clockwork Media](https://www.clockworkmedia.co.za/), [Rustenburg Municipality](https://www.rustenburg.gov.za/), [Ricoh South Africa](https://www.ricoh.co.za/index.html), [Demographica](https://www.demographica.co.za/), [Hospitality Property Fund](https://www.tsogosun.com/hospitality-property-fund), [BARSA (Board of Airline Representatives in South Africa)](https://www.barsa.co.za/welcome-to-the-board-of-airline-representatives-south-africa/), [FastJet](https://www.fastjet.com/en), [CTC (Colliery Training College)](http://www.ctctraining.co.za/), [Dipula](https://www.dipula.co.za/), [Grant Thornton](https://www.grantthornton.co.za/), [Houghton Muslim Academy](https://hmacademy.co.za/), [Ontarget Interiors](https://ontargetinteriors.co.za/), [Barloworld](https://www.barloworld.com/), [and South African Tourism](https://www.southafrica.net/za/en/corporate) etc.
* Excellent leadership track-record demonstrated by managing associates across South Africa.
* Championed all immersions/simulations for assessment leader, [Omnicor](https://omnicor.co.za/), for their clients across Africa.
* Backing [Zunshine PTY Ltd](http://www.zunshine.co.za/) with assessment needs, particularly their client, Murray & Roberts across Africa & Australia.

**Aug 2014 – Dec 2014:** [**PsychMatters**](http://psychmatters.co.za/) **Department Manager & Assessment Consultant**

**May 2011 – Jul 2014:** [**Adsat**](https://www.adsat.co.za/) **Radio Station Manager**

**Apr 2009 – Apr 2011:** [**Cognadev**](https://www.cognadev.com/) **Assessment Consultant**

**June 2007 – March 2009:** [**Adsat**](https://www.adsat.co.za/) **Radio Presenter**

**Education** *\*NARIC Statement of Comparability available upon request*

* **2010** BPsych in Psychometry (University of South Africa)
* **2009** BA Hons Psych (University of South Africa) – *RQF 6 / SCQF Level 10 / CQFW Level 6 equivalent*
* **2007** BA Psych (University of Johannesburg) – *RQF Level 6 / SCQF Level 9 / CQFW Level 6 equivalent*
* **2003** Senior Certificate (South Africa) **–** *RQF Level 3 / SCQF Level 6 / CQFW Level 3 (GCSE Math & English equivalent)*

**Accreditations**

[RQTU](https://ptc.bps.org.uk/register-qualifications-test-use-rqtu/search-rqtu?surname=John&op=Find&page=1&form_build_id=form-ejIZMHVQyhrCTrcP0i-wOZ5qO1BB_EpgW786QDYf1VQ&form_id=ptc_rqtu_search_form) Occupational Personality & Ability Test User as of 2021 | Membership 544836

[BPS](https://www.bps.org.uk/) Graduate Member as of 2021 | Membership 544836

[Cognadev](https://www.cognadev.com/) Cognitive Process Profile, Values Orientation, Motivational Profile, Learning Orientation Index

[SHL](https://www.shl.com/) Occupational Personality Questionnaire, Verify Ability Assessments

[JVR](https://jvrafricagroup.co.za/) Campbell Interest & Skill Survey

[M&M Initiatives](http://www.mminitiatives.com/) Learning Potential Computerised Adaptive Test

[PsyTech](https://www.psytech.co.za/) 15FQ+,Critical Reasoning Test Battery2, General Reasoning Test Battery2, Occupational Personality Profile

[De Villiers, Bester & Ass](https://www.shadowmatch.com/) ShadowMatch *(\*Certified ShadowMatch Coach)*