

Marzenna Almendro

Client Solutions Manager

MBPsS 544836 | HPCSA PMT0084476

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Professional Profile

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

Key Highlights

- Appointed Client Solutions Manager at Blackmore Four in 2021 (www.blackmorefour.co.uk)
- Portfolio of work available at www.marzenaalmendro.com
- Redesigned systems and processers, moving the business from a brick and mortar organisation, to a full suite of online services and solutions presented during the 2020 Corona Virus Pandemic and lockdown.
- Thought leader in the realm of psychology, mental health, coaching, and psychometrics, invited to appear on mainstream [media platforms](#) (television, radio and online forums).
- Valued decision-maker relied upon for recommendations on selection of talent ranging from middle management to C-suite professionals, working across Africa and Australia (for small businesses to blue-chip companies).
- 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...](#)"
- In same year, developed two Qualifications (RQF 2) on New Venture Development for Adult Learning purposes.

Professional Experience

April 2021 – present: Blackmore Four Ltd

Client Solutions Manager

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

- Accountable for designing, developing, and delivering high-impact solutions, based on a thorough analysis and assessment of clients' needs, thus improving business performance, and realizing business's vision
- Championing the development of bespoke solutions to meet client needs
- Polished problem-solving skills and strategic capability proven through the application of robust diagnostic practices to identify the gap between desired and current state, in partnership with the client
- Exercising marketing expertise by working collaboratively with the team in developing the content marketing strategy, and contributing to various platforms
- Bolstering brand-building and business-winning efforts, securing pipeline of business
- Collaborating with clients in reviewing feedback, further developing expertise that are relevant, and supporting the client journey and sales process, generating new opportunities
- Application of psychological and behavioural insight, leveraged against a range of psychometric assessments within arsenal kit of accredited tools
- Polished interpersonal skills and EQ when having difficult conversations with business leaders, probing to get to the heart of the issue
- Demonstrating knowledge of adult learning, high impact learning transfer, performance improvement and organisational development

Jan 2021 – present: [Holistan Ltd](#)

Non-Executive Director

Jan 2015 – December 2020

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 and development. Holistan utilises the science of psychology in various domains, with a focus on B2B and B2C solutions. As of 2021, the business focused primarily on B2C solutions pertaining to Personal Branding, and Psychometric Assessments for the career counselling and coaching journey.

- Pioneered multiple solutions in consulting role, designing specific, bespoke solutions to meet clients' needs, supporting business performance and organisational development within tight deadlines.
- Conceptualised new assessments, techniques, products, and [workshop material](#).
- Grew business footprint across country, creating a solid brand, capitalizing on various technologies and channels.
- Created content marketing strategy aligned to content for various platforms such as webinars, articles, [blogs](#), [media](#), and monthly newsletter, including some 3000 subscribers.
- Championed PR and Marketing strategies through [media engagement](#) and [content development](#)
- Generated consistent organic growth of brand through social media for [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [YouTube](#).
- Facilitated the candidate experience, analysing talent, scoring data, writing psychological reports, and presenting findings.
- Executed large scale projects, including simulations and 360s nationally and internationally.
- Guided school leavers with [career assessments](#) and feedback.
- Consistently booked for [executive coaching](#) for professionals across industries.
- Created [personal branding](#) solutions for individuals, with 100% client satisfaction.
- Influenced, mentored and coached Psychology professionals, and facilitating [workshops](#) around the country.
- Track-record of superior performance in business development, negotiating and influencing decision makers, resulting in a portfolio of clients including: [Discovery](#), [Clockwork Media](#), [Rustenburg Municipality](#), [Ricoh South Africa](#), [Demographica](#), [Hospitality Property Fund](#), [BARSA \(Board of Airline Representatives in South Africa\)](#), [FastJet](#), [CTC \(Colliery Training College\)](#), [Dipula](#), [Grant Thornton](#), [Houghton Muslim Academy](#), [Ontarget Interiors](#), [Barloworld](#), and [South African Tourism](#) etc.
- Excellent leadership track-record demonstrated by managing associates across South Africa.
- Championed all immersions/simulations for assessment leader, [Omnivor](#), for their clients across Africa.
- Backing [Zunshine PTY Ltd](#) with assessment needs, particularly their client, Murray and Roberts across Africa and Australia.

Aug 2014 – Dec 2014: [PsychMatters](#)

Department Manager & Assessment Consultant

May 2011 – Jul 2014: [Adsat](#)

Radio Station Manager

Apr 2009 – Apr 2011: [Cognadev](#)

Assessment Consultant

June 2007 – March 2009: [Adsat](#)

Radio Presenter

Jan 2004 – Dec 2004: Gap year in UK

Bartender

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	Occupational Personality and Ability Test User as of 2021 Membership 544836
BPS	Graduate Member as of 2021 Membership 544836
HPCSA	Registered Psychometrist (Independent/Private Practice) as of 2010 Membership PMT0084476
Cognadev	Cognitive Process Profile, Values Orientation, Motivational Profile, Learning Orientation Index
SHL	Occupational Personality Questionnaire, Verify Ability Assessments
JVR	Campbell Interest & Skill Survey
M&M Initiatives	Learning Potential Computerised Adaptive Test
PsyTech	15FQ+, Critical Reasoning Test Battery2, General Reasoning Test Battery2, Occupational Personality Profile
De Villiers, Bester & Ass	ShadowMatch (*Certified ShadowMatch Coach)