

Pavína Maes

With over a decade of leadership experience, I specialize in designing and executing strategies to drive organizational success. I have a track record of market strategy, people & organization strategy and consulting. I led international, cross-functional teams through transformative changes and fast-paced growth. My experience ranges from start-ups to scale-ups and mature firms.

Employment History

Fractional Leader & Advisor in Organizational Excellence

January 2022 — Present

I empower organizations to cultivate **motivated individuals, collaborative teams** and **agile structures**. My expertise spans six key areas: *Strategy, Performance, Agile Change, Culture, Leadership, and Organizational Design*.

Notable achievements include:

- Establishing global systems such as performance or compensation management
- Aligning a remote team in a Web3 project (scaled from 5 to 25 members in 3 months)
- Mentoring leaders and top-tier employees

Parental leave

July 2021 — December 2021

Head of People and Organization at GLAMI, Prague

October 2019 — June 2021

Established the People & Organization function, improving **organizational effectiveness** through productivity improvements and people engagement. Transitioned the team to a fully remote setup during the COVID pandemic, followed by a successful shift to a hybrid model.

Notable achievements:

- 67% increase in global goal completion rate
- 92% of employees reported a stronger understanding of the company's strategy
- 85% of employees claimed better growth opportunities

Agile Coach and Product Owner at trivago, Düsseldorf

October 2018 — September 2019

- Facilitated **groups of senior leaders** and guided multiple software development teams. Gained **Scrum Master** certification. In the SEO Product team, I focused on enhancing **team motivation**, refining **workflows**, and driving **strategic alignment** leading to a significant increase in accepted features.

Notable achievements:

- 100% satisfaction rate with global strategy facilitation

Sabbatical

May 2018 — September 2018

Sabbatical allowed me to reflect on my career. Inspired by strong insights, I chose to transition into the Product and Agility team to apply my skills in a new way.

Director of Strategic Growth at trivago, Düsseldorf

October 2015 — June 2018

- Led strategic growth across 30 markets in APAC, MEA and CEE region since July 2017 (11 CEE markets previously), developing a **team of 20+ Country Managers**. Managed a **€240MM** budget. Drove early cross-functional alignment on global strategic projects. - **Supported global culture and employer branding** initiatives.

Notable achievements:

- increased the share of our region on global revenue by 31% in 2017/2018
- led the team through a merger while increasing the revenue by 185% YoY in 2016

Country Manager (Czechia and Slovakia) at trivago, Düsseldorf

February 2014 — September 2015

Led strategic growth in Czechia and the market launch in Slovakia.

Notable achievements:

- 400% YoY revenue growth in Czechia

Education

Master in International Management, CEMS MIM, Prague and Cologne

September 2012 — July 2014

Global Alliance of 33 schools, 70+ corporate partners and 8 social partners.

Master in Economics, University of Economics and Business, Prague

September 2012 — June 2014

Languages

 **English** Highly proficient

 **German** Very good command

 **Czech** Native speaker

Courses

Design Thinking at Google

Scrum Master at Knowledge Academy

Leadership: Transactional Analysis at Contract GmbH

Effective Feedback at Contract GmbH

Facilitation at Contract GmbH

Change Management at Contract GmbH