

Noam Yossef

Head of People & Culture · Strategic HR Leader · Organisational Development & Change

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PROFILE

Strategic People & Culture leader with 8+ years of progressive experience serving as a trusted partner to C-suite and board-level stakeholders in international FinTech environments. Combines deep HR (Human Resources) expertise with a strong operator mindset — skilled at translating complex organisational challenges into clear, executable strategies with measurable outcomes. Proven track record leading large-scale org design, change management, leadership development, and cross-functional transformation across multiple European countries.

Known for building high-performing, accountable cultures from the inside out — and for being the person leaders turn to when the stakes are highest. Trained co-active coach (CTI). Data-driven, low-ego, and focused on outcomes.

EXPERIENCE

Strategic People & Culture Advisor · *flatexDEGIRO SE — Group HQ, Frankfurt* MAY 2025 – PRESENT

Retained by the CEO and CHRO (Chief Human Resources Officer) to operate at group level across the full SE portfolio — flatexDEGIRO Bank, DEGIRO, flatex, Vi Trade — 1,300 employees across Germany, the Netherlands, and Bulgaria. Pure strategic ownership; no operational involvement.

- Tracked and owned execution of 5+ simultaneous board-priority initiatives — maintaining real-time visibility into true progress, surfacing blockers early, and ensuring accountable delivery across a distributed 1,300-person organisation.
- Designed and delivered a fully experiential Executive Leadership Development Programme for 10+ Managing Director candidates — themed offsites including sailing, a city-wide challenge, and a mountain hike; co-facilitated with coaching partner; culminated in a formal cohort of MD promotions in March 2025.
- Led the company-wide Values launch end-to-end — strategy, narrative, multi-channel rollout, manager enablement, and integration into the performance evaluation framework across all group entities.
- Launched and produced the internal Values Podcast Series; inaugural episode hosted by the CHRO — flagship vehicle for leadership visibility and culture activation across Germany, Amsterdam, and Sofia.
- Owned the Employee Experience Survey 2025 end-to-end: design, launch, data analysis, and translation of findings into structured improvement projects with clear owners, timelines, and accountability frameworks.
- Designed and implemented a group-wide Internal Communications strategy — channel governance, ownership structures, and communication principles for a distributed workforce across three countries.
- Kicked off the Women in Finance initiative with a flagship external event co-hosted with BlackRock; currently leading the Women in Finance & Leadership Development Programme (launch Feb 2026).
- Established and lead cross-functional working groups spanning HR, IT, Internal Communications, and senior managers across locations to drive programme design and delivery.

Head of People & Culture · *flatexDEGIRO Bank — Dutch Branch* SEPT 2024 – MAY 2025

Elevated to lead the full People & Culture function, with direct and growing engagement with the incoming Group CEO from day one. Accountable for all people-related organisational change from strategic design through implementation — full function ownership and board-level advisory.

- Partnered with the incoming Group CEO from their first day — structured briefings, decision capture, misalignment flagging, and translating board priorities into accountable action across the organisation.
- Designed and led a confidential board-level executive assessment and future leadership selection process, working directly with the CHRO and supervisory board to identify and develop the company's next 12 Managing Directors.
- Built and owned an end-to-end leadership development curriculum spanning five levels of seniority — high-potential graduates, first-time managers, middle management, senior management, and the executive team.
- Established a succession planning framework and talent pipeline strategy across a 500–1,500 person international organisation; tracked progress and reported structured updates to the executive team.
- Created and led cross-functional HR working groups, coordinating people priorities in direct alignment with board-level business goals.

Director, Organisational Development & Culture · flatexDEGIRO Bank — Dutch Branch

DEC 2022 - SEPT 2024

Senior OD (Organisational Development) leader and strategic HRBP (HR Business Partner) for a 500–1,500 person international FinTech bank post-merger between flatex AG and DEGIRO. Direct strategic partner to the COO, CHRO, and executive team through M&A integration, restructuring, cost-cutting, and growth phases.

- Advised senior leadership on complex inter-departmental challenges across post-merger integration, FTE restructuring, cost-cutting programmes, and regulatory audits — translating executive decisions into structured delivery plans.
- Redesigned and implemented the annual Performance Review Cycle — embedding a future-oriented growth and feedback framework across all levels of a multi-country organisation.
- Established a long-term retention strategy through professional development tracks, global engagement surveys, Women's Network, and mentorship programmes.
- Led the global EVP (Employee Value Proposition), employer branding vision, and company values strategy as the foundation for culture post-merger.
- Owned global employee data reporting: FTE costs, turnover, absenteeism, training budgets, and exit interview analytics — providing executives with real-time visibility into organisational health.
- Initiated a Global L&D (Learning & Development) policy aligned to business growth strategy; designed and facilitated workshops on Effective Communication, Performance Management & Feedback, and Team Effectiveness.

Manager / OD Specialist · flatexDEGIRO Bank — Dutch Branch

JAN 2022 - DEC 2022

- Led team cohesion and effectiveness initiatives post-merger; owned Employee Experience Survey design and data-driven implementation with senior management partnership.
- Developed and implemented a HIPO (High-Potential) programme using data-driven diagnostics (focus groups, global surveys) to identify and activate high-potential talent across the newly merged organisation.

Learning & Development Lead · DEGIRO

JAN 2020 - DEC 2021

Built and owned the L&D function from scratch during a period of rapid headcount growth.

- Built and managed a team of 16 trainers and 2 content writers — sole ownership of the full L&D function from zero.
- Scaled onboarding capacity to match aggressive growth targets by redesigning the recruitment strategy, redefining candidate profiles, and restructuring team operations.
- Launched and managed a company-wide LMS (Learning Management System); adapted all learning programmes to a hybrid work environment.

Corporate Trainer & Senior Trading Assistant · DEGIRO

JUL 2019 - DEC 2019

- Designed and delivered a 4-week in-house onboarding programme; served as key stakeholder in company-wide change communications and training initiatives.

Organisational Development Researcher · Investec Wealth & Investment — Johannesburg

JAN 2018 - MAY 2018

- Primary lead on in-depth global OD best practice research, contributing directly to the annual OD & Culture strategy meeting.

EDUCATION & CERTIFICATIONS

Co-Active Coaching Certification (in progress) — Co-Active Training Institute (CTI), Israel 2025 - PRESENT

MSc Organisational Psychology — Sheffield University Management School, UK 2016 - 2018

BSc Psychology — University of Sheffield, UK 2013 - 2016

LEGO® SERIOUS PLAY® Certified Facilitator — Association of Master Trainers 2021

LANGUAGES

Hebrew — Native / Bilingual · **English** — Native / Bilingual · **Romanian** — Full Professional Proficiency