



Penna

Our International specialists

Diana Haddad - Regional Head of Penna International and Country Manager Spain, Madrid



Diana is of Hungarian origin, bilingual French/English with conversational Hungarian and has lived and worked in France and Belgium for over 20 years. After her studies at the Sorbonne she worked for IBM Europe for 13 years continuing her career in Executive Search in one of the leading Executive Search firms in France where she contributed to the development of an International Network of Executive Search firms that grew from 3 to 15 partners.

Diana established a subsidiary in Brussels before joining Penna in 2000 to establish operations in France and contribute to International development. Diana is now heading the development of Penna European operations.

Eva Borgert Palm - Country Manager Nordics, Stockholm



Eva is Swedish with fluent Swedish, English and German. She has an MBA from Linköping University (Sweden) including studies at the Export Academie in Reutlingen (Germany).

Eva has over fifteen years experience in Human Resources Management and General Management in international corporations. She is passionate about developing leaders and employees to enhance higher business performance.

Catherine De Wulf - Country Manager and Head of Leadership Services France, Paris



Catherine has over 10 years experience as a HR consultant, Change Facilitator, Team and Individual Coach. Prior to that Catherine accumulated an array of business management and leadership experience gained in her native country, France and also in the US and UK. This included being manager/part-owner of retail stores in the US, creating an Education centre in France that became a leading international and research centre, establishing and leading the Marketing and Communication Department of a pan-European Business-to-Business food distribution company.

Catherine holds a Marketing and Communication degree and her recent project experience as a qualified coach and a leadership and change expert have included successful assignments with major French international companies in the Banking, Insurance, Technology, Cosmetics, Transport and Engineering industries and major UK companies in the Retail sector.

Catherine Ceva – Head of Consumer/Luxury Sector, International Region, Paris



Catherine is French with fluent English and conversational Japanese, having lived and worked in Japan for over five years. Catherine has a Masters Degree and a PhD in Political Studies from the Paris Institute of Political Studies, as well as a BA Degree in both Law and Philosophy.

Prior to joining Penna, Catherine worked for a leading Executive Search firm in Japan and France heading the Consumer Practice in Japan. Before this, she managed an Executive Search team of a large Human Resources Consulting firm in Tokyo, Japan. Catherine has expertise in Executive Search at Board and Executive levels for global consumer companies. Prior to her experience in Executive Search Catherine was a Human Resources Manager for over 15 years in major global Consumer goods corporations, in both Europe and Asia.

Mary Lawrance – Head of Technology & Professional Services Sector, Executive Search, London



Mary specialises in senior/board level executive search. Prior to joining Penna, she was one of the most successful consultants within the Technology and Professional Services Practice of Heidrick and Struggles; and Head of Technology Sector - Europe for the Alexander Hughes Group (AEA International Search), responsible for 18 countries.

A graduate of London University (the London School of Economics), Mary started her career within the industry as VP - International Marketing, for US based telecoms start-up, ATI inc. This was followed by progression in marketing management within Philips Electronics in Europe and the growth, and successful sale, of her own consultancy business.

Elisabeth Roux - Principal, Spain / International Region



Elisabeth has 13 years of experience in executive recruitment in an International environment and in European Appraisal Projects. She joined Penna in 2006.

Since 1994, Elisabeth has worked in the Human Resources Consultancy Sector, based in Spain. She worked in the Staffing Services Sector for more than six years, as a Consultant and Agency Manager of the American group Olsten and worked for seven years for the executive search company Neumann International, as a Consultant, and Head of the Middle Management Division.

Elisabeth is a Business Administration graduate from the Ecole Supérieure de Commerce de Toulouse, holder of a degree in International Commerce (France) and of the Advanced Management Program by the Instituto de Empresa (Madrid). She speaks fluent Spanish, English and French.

Anders Jönsson - Technology Sector, International Region, Stockholm



Anders Jönsson is bilingual Swedish English and has a technical education background. Anders has over 10 years experience in the IT industry.

Anders joined Penna 7 years ago and has successfully delivered recruitment and coaching projects for a large number of international and local customers. He has expertise in IT, Telecommunications and Media focusing on sales and technical management positions.

Laurent Samson - Technology Sector, International Region, Paris



Laurent is bilingual French, English with a BA in Psychology and French language studies, from San Diego State University.

Laurent started his career in pre-sales in Sun Computers Inc. in California and later spent three years as a Senior Consultant at Cap Gemini France. Before joining Penna, Laurent spent over seven years in a leading international Executive Search firm. Laurent has significant experience in Executive Search in the Technology sector in France and across Europe.

Maria Trivellato – Insurance Sector, International Region, Paris



Maria is trilingual Swedish, French, and English, with a Masters Degree in Science and Business Administration completed in Sweden.

Before joining Penna in 2000, she worked for a leading French Executive Search firm focusing on a variety of International specialist positions. Maria has significant experience in the Insurance and Technology sectors. She has successfully completed assignments placing Executives in Sales, Finance, Human Resources and Marketing positions both locally in France and all over Europe. Maria coordinates the development of the Insurance sector across Europe.

Jan Fredriksson – Manufacturing Sector, International Region, Stockholm



Jan has a BSc Business Administration degree from Uppsala Universitet, Sweden. He has more than 20 years' experience in sales and sales development.

Prior to joining Penna in 2000, Jan was a Sales Director at a major computer-training organisation growing from eight to 250 people. He was also the founder of the business segment 'Sales and Marketing' at a listed staffing company. Jan has over 10 years of experience in recruitment and coaching at executive levels. Jan has expertise in the Manufacturing Sector and has also successfully delivered projects in the IT and Insurance sectors. Jan coordinates the development of the Manufacturing sector across Europe.

Allard de Jong– Regional Head of Leadership Services International, Barcelona



Allard is Penna's Regional Head of Leadership Services internationally and an experienced Leadership Coach based in Barcelona, Spain. His work focuses on re-imagining leadership success, specifically by supporting "Emotionally Intelligent Leadership" and ardently campaigning for the "Leader As Coach" approach across borders and cultures.