



# Catherine Simon, Head of Global HR & Culture

## Biography

Catherine is from New York and has been living in Europe since 2013, most recently in Belgrade before her move to Paris in 2017. In 2014, as Head of Namics Belgrade, she set up the Serbian office of the Swiss digital agency, a Merkle Company. Here she managed recruiting, onboarding, employer brand strategy, public relations and the people operations team. She was then Head of Talent & Culture at Critizr in Paris, her role involved focusing on reinforcing employer branding and company culture through coaching and improving feedback processes to attract and retain talent. At Scaleway Catherine pioneers projects around community engagement and team building to boost productivity and results throughout the company.

## Short Biography

Catherine is from New York and has been living in Europe since 2013, most recently in Belgrade before her move to Paris in 2017. She has worked in industries spanning from fashion, television, law and for the past 10 years, IT. At Scaleway Catherine pioneers projects around community engagement and team building to boost productivity and results throughout the company.

## Biographie

Catherine est originaire de New York mais vit en Europe depuis 2013 : en Serbie, à Belgrade dans un premier temps puis en France, à Paris où elle réside depuis 2017. En 2014, alors qu'elle occupe le poste de directrice de Namics (une entreprise du réseau Merkle) à Belgrade, elle est chargée de l'ouverture du bureau serbe et fonde la start-up Swiss Digital Agency. Sa position lui permet à l'époque d'être en charge à la fois du recrutement, de l'onboarding, de la stratégie de marque de l'employeur, des relations publiques mais aussi des opérations commerciales. Plus récemment, Catherine a occupé le poste de Head of Talent & Culture chez Critizr (Paris) où elle a travaillé au renforcement de la marque employeur et de la culture d'entreprise par le coaching ainsi que sur l'amélioration du feedback.