



# MARIA GREKU

EXECUTIVE LEADER — HEAD OF PEOPLE & CULTURE (ORGANIZATIONAL GROWTH & TRANSFORMATION) +371 29152317

## • DETAILS •

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Nationality  
Latvian

## • LINKS •

[My portfolio](#)

[Linkedin](#)

## • SKILLS •

Self-assessment and improvement.

Big-picture thinking.

Change Management

Ethics

Discretion

Trustworthiness.

Interpersonal Communication Skills

Conflict Management

Good organizational skills

## • LANGUAGES •

Latvian

English

German

Russian

## • PROFILE •

People and Culture leader with 10+ years of experience building scalable people solutions in global tech companies. Strategic partner to CEOs and executive teams, focused on culture, talent mobility, performance, and employee experience across distributed organizations. Strong in translating business goals into practical people systems that enable high performance, autonomy, and growth.

## • EMPLOYMENT HISTORY •

### Head of Corporate Culture & Internal Communications at Novakid, Remote May 2023 — Present

Novakid is a US-based EdTech company that provides online English learning for children around the world. With a fully remote team of 460+ professionals, Novakid operates without physical offices, building a truly global, flexible work environment:

- Developed and implemented a comprehensive corporate culture strategy aligned with business goals, in collaboration with the CEO and C-level executives.
- Increased eNPS by 20% over two years through transparent communication, new feedback loops, and employee-led initiatives.
- Created and launched internal motivation, recognition, and reward programs, driving engagement across all departments.
- Designed and scaled HR processes for a fully remote workforce, including onboarding, internal mobility, and performance reviews.
- Built a transparent internal portal, internal merch store, and regular communications (newsletter, BoD town halls) to foster clarity and connection.
- Introduced quarterly feedback and reporting cycles, helping leadership make data-driven decisions about culture and engagement.
- Partnered with HR and business leaders to launch career development tracks and soft-skill training based on team needs.

### Head of Culture & Employee Experience at Ecommpay (HQ), Riga Sept 2022 — May 2023

ECOMMPAY is a payment service provider and a direct bank card acquirer. We create tailor-made data-driven technologies for e-commerce clients to make online payments worldwide. ECOMMPAY has 6 offices globally, employing over 700+ people.

- Responsible for all HR branding (Internal and External), built all the strategies for the year on social media platforms, reformed all onboarding/exit processes. Completed rebranding, and built career pages in 3 languages;
- Together with business leaders we create monthly events, involving more than 400+ employees;
- Together with the CEO built a corporate culture strategy based on business needs and implemented it into the company;
- Together with C-levels created annual OKRs for business needs (HR strategy);
- Managed the process of building corporate communication globally, as a result optimized the time spent on communication by 30% every week;
- Managed the development of the internal portal in collaboration with a team of developers, ensuring that all project requirements were met within six months;
- Create development strategies and coaching employees for career growth, annually;

• **Head of People and Culture at Iq Option Software (HQ)**

Nov 2017 — Sept 2022

Iq Option Software is a FinTech group of companies with over 800 employees based across the globe. The company has offices in Cyprus, London, UAE, Australia, Gibraltar, Malaysia and Russia . I run a team that is responsible for employee experience in all locations and our multiple remote workers.

- Partnering with business leaders to shape engagement and internal comms strategy, leading two teams and driving consistent results.
- Rolled out 7 company values in one year, embedding them into daily culture.
- Boosted employee satisfaction to 9.7/10 by redesigning benefits for a fast-paced IT world.
- Led yearly event strategy with 87% employee participation, including 8+ monthly events for 30–400 people.
- Improved digital experience for internal events and increased team engagement by 10% quarterly through data-driven planning.
- Built a thriving global community across 7 countries and 27+ nationalities.

• **Head of Event Department at ALEX FITNESS & OLYMP (HQ)**

Oct 2016 — Nov 2017

Alex fitness and Olymp is the largest holding of fitness clubs, consisting of 85+ clubs located in 30 cities. I was lucky enough to lead the fitness and PR event department in the HQ and be responsible for all events and advertising campaigns held in it. During my work, I learned how to work in different time zones, manage teams from 5 to 100 people at the same time and organize large-scale commercial and city events.

- Work with relevant organizations, media, photographers, actors, designers and managing own team of 15 employees;
- Coordinating events taking place in different regions, the full number is more than 500 yearly;

 **EDUCATION**

• **Master's degree in Art Management**

Sept 2008 — Jun 2013

• **2nd Master's degree in Management**

Jan 2020 — Jan 2021

• **Postgraduate Studies in Cultural Sciences**

Sept 2013 — Jun 2017

• **English Studies, Sweden School, Sweden School, U.K.**

Jun 2006 — Aug 2006

 **COURSES**

• **Leadership & Management Development course, Equator trainings**

Jun 2020 — Jun 2020

• **Course: Effective Leadership Skills, SRC-Master**

May 2020 — Jun 2020

• **Course: Manager Competencies, Economic school**

Oct 2020 — Nov 2020

• **Course: Building a working team, Master Class**

Dec 2020 — Dec 2022

- Course: Corporate Culture Management, Economic school  
Jan 2021 — Feb 2021