



Alison S. Cohen

📍 Vienna, Austria ✉ me@alison.red 📞 +4367762900590

Professional Summary

First HR employee at a hyper-growth remote-only tech startup, building the People function from the ground up and scaling operations from 50 to 150+ team members across 45+ countries. Created foundational HR policies and processes, leveraging counseling background in conflict resolution following career transition from California to Austria.

Professional Experience

Senior People Experience Business Partner Storyblok GmbH, Austria

Nov 2023 - July 2025

- Provided strategic coaching and advising for all levels of leadership in the Product division
- Supported team members with employee relations topics
- Created policies for new UK and US entities
- Utilized data from engagement surveys to propose actions to increase team member morale and improve day-to-day experiences

People Experience Partner Storyblok GmbH, Austria

Nov 2021 - Oct 2023

- Retooled existing People processes to handle growth from 50 team members to 150 team members
- Created new People processes and policies such as Relocation, Maternity, Parental Leave, Long-Term Leave, Infringement & Grievance
- Engaged with EOR partners to address labor law issues and concerns
- Handled all aspects of the team member lifecycle for five different employment types for team members in over 45 different countries

Executive Assistant to CEO and VP of Operations Storyblok GmbH, Austria

Jan 2020 - Oct 2021

- Managed expenses and purchasing for an international, hyper-growth software startup
- Developed and implemented onboarding processes for new hires
- Delivered corporate culture initiatives to encourage employee connectedness
- Created foundational company processes such as Code of Conduct, Onboarding, Offboarding, Time Off

School Counselor Mt. Diablo Unified School District, California

Aug 2015 – Jun 2019

- Provided counseling for students with emotional and academic challenges
- Supported the Dean with student discipline and supervision
- Directed seniors towards college admission and graduation requirements
- Scheduled all students in appropriate courses for graduation

Core Competencies

• Crisis Intervention & Conflict Resolution

• Employee Relations & Workplace Investigations

• Global Operations & Cultural Integration

• Process Development & Change Management

Education & Certifications

Master of Arts in Education: Counseling and Student Personnel

SAN JOSE STATE UNIVERSITY, 2000
Pupil Personnel Services Credential

Bachelor of Arts: Liberal Studies

SAN FRANCISCO STATE UNIVERSITY, 1996