



Graeme Maude  · 1st

Chief Operating Officer at Brunel

June 26, 2024, Graeme was Joanna's client

Brunel, demonstrating its characteristic entrepreneurial spirit, entered the Recruitment Process Outsourcing (RPO) market in early 2021. Due to the remarkable efforts of the business leader, Jaime Alvarez, we achieved success swiftly, surpassing our expectations. This success encouraged Brunel to expand our RPO services into a global offering for our key customers.

Recognizing the need for external expertise to scale our operations effectively, I sought the skills of Joanna, with whom I had previously worked. Joanna possessed the requisite know-how and capability to drive the necessary changes within our organization.

Our requirement was complex: we needed to build a scalable and robust framework of processes and procedures to deliver an RPO solution across Brunel's global network. Following an initial discovery phase, Joanna developed an implementation plan aimed at finding her permanent successor. The project spanned nine months.

We provided Joanna with a high-level brief, granting her the autonomy to devise solutions she deemed essential while allowing her to focus on critical immediate issues. What impressed me most was Joanna's comprehensive grasp of the RPO landscape—not just from a process standpoint but also regarding team capabilities. Joanna took complete ownership of the project, actively engaging in ongoing business opportunities and demonstrating a hands-on approach with exceptional personal commitment. This level of dedication is rare in external consultants.

I highly recommend Joanna for similar assignments and look forward to the opportunity to engage her services again.