

K E L L Y O P E L

HELPING PEOPLE AND ORGANIZATIONS NAVIGATE CHANGE WITH CARE.

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WORK EXPERIENCE

SPRUCEY Amsterdam

Founder Present

- Founded and independently operated Sprucey, a multidisciplinary coaching and wellbeing practice delivering leadership coaching, workshops, and facilitation to individuals and organizations.
- Built and ran end-to-end business operations including client delivery, program design, marketing, systems, and digital infrastructure, managing all aspects of a distributed solo operation.

MIRO Amsterdam

People Team Lead 2022-2025

- Managed People Ops team across multiple regions, setting operating rhythms, priorities, and performance standards.
- Built and improved scalable People Ops systems, processes, resources, and enablement for distributed teams across 8 hubs in 7 countries, plus remote, in a hyper-growth environment.
- Leveraged emerging AI tools into new and existing programs, effectively reducing manual load and reducing friction.
- Owned organizational change delivery, including restructuring and reduction-in-force execution.
- Partnered cross-functionally with LT, BPs, Legal, Finance, and Payroll, and externally with vendors and local authorities to ensure alignment of people processes within each region.

Confidential Counselor 2022-2023

- Founded Miro's first Confidential Counselor (vertrouwenspersoon) program, creating a trusted, legally compliant framework for the early identification and resolution of sensitive workplace concerns.
- Designed and embedded a structured, confidential case handling model for sensitive employee issues.
- Acted as an escalation point for complex employee relations cases, supporting resolution of highly sensitive and complex issues.
- Operationalized the program into broader ER structures to ensure long-term scalability and consistency with the team's growth.

People Programs Lead 2022

- Built and owned global mobility strategy and program, designing scalable frameworks for international hiring, relocation, and employee movement.
- Created a scalable internal global mobility program in the global

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headquarters, streamlining the process while also saving over 200k annually in vendor fees.

- Implemented and standardized People Ops processes across 10+ countries, reducing fragmentation across regions.
- Partnered with stakeholders to deploy new People frameworks and operational ways of working across a distributed organization.
- Improved systems, workflows, and vendor coordination to support compliant cross-border employment operations, effectively reducing operational risk.

BRIDGGE LEGAL & FINANCE

Amsterdam

Legal Consultant

2021-2022

- Owned end-to-end execution of immigration and cross-border employment cases within strict legal frameworks, coordinating across multiple authorities.
- Managed client relationships with international tech clients in hyper-growth.

AU PAIR AMSTERDAM

Remote

Senior Global Mobility Specialist

2018-2021

- Owned execution of a high volume of complex international mobility operations.
- Built client relationships and managed mediation between stakeholders.

Global Mobility Specialist

2016-2018

- Managed end-to-end visa and relocation processes of inbound internationals.

Talent Acquisition Partner

2015-2016

- Owned recruitment and onboarding execution for international candidates.
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EDUCATION

Erickson International

The Art & Science of Coaching

2026

LIVP

Vertrouwenspersoon

2022

University of Washington

BA | Sociology

2012

Yoga Alliance

200h Yoga Teacher Training

2017

LANGUAGES

Dutch - native

English - native

French - mid

German - mid