

Marta Sisí

Head of HR, Magnific

Marta Sisí leads HR at Magnific. Her goal is practical: make the organization work better day to day. That means teams aligned, processes that don't get in the way, and clear answers when someone needs one. Her current focus is on a globally distributed workforce. Keeping it together from HQ is easy to say, but it's not easy to do. Not turning that into micromanagement or enforced sameness is the real problem.

She came up through the technical side of HR at TDK: payroll, labor administration, and union relations. It's the kind of regulatory detail most people don't want to look at — and the best foundation for understanding why organizations break later. From TDK, she moved to Magnific. She arrived in the middle of a 500% headcount ramp and built the HR function from scratch. There wasn't time to make it elegant. The job was to make it work.

What shaped her most came after joining Magnific: cultural integration across a string of acquisitions, with teams in Europe, LATAM, and the US, each with its own assumptions about how work gets done. The challenge was never picking a winner. It was getting everyone pulling in the same direction without anyone feeling drafted.

Her conviction: the real risk in a distributed organization isn't operational. It's interpretive. When people work far apart, they fill in the gaps themselves. How decisions get made, what's expected, where things are going. HR's job is to make sure those gaps don't exist. And to have any real weight in that, it has to make its case in business terms, not retreat into the "human side" of the conversation.

People being well and the organization working are not mutually exclusive goals, but if HR can't make the link visible, it won't be invited into the rooms where the big calls happen. On AI, she's matter-of-fact: a large chunk of what sits inside HR today (admin, process, tracking) is going to automate, which she thinks is overdue. What remains is judgment in hard moments. That's where the work always was.

Outside work, Marta is social by nature. She lives in Málaga, where the climate is a real advantage, and the default plan is being outside. At home, two adopted cats from rough starts remind her that quiet has its uses, too.

"Culture isn't built with culture initiatives. It shows in how the hard decisions get made, in what gets tolerated and what doesn't, in how someone is treated when things go wrong."

— Marta Sisí, Head of HR, Magnific