

SSCC D&I Forum 2023

From words to action

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Biography



Maria Norrman

Global Chief of Staff
EF Education First
and President EF Pro Cycling

EF Education First (EF) is the world's largest private education company with over 50,000 staff across 116 countries. Working closely with the Chairman of EF, Maria has two primary roles: Firstly, she is Global Chief of Staff, responsible for EF's human resources, including all staff recruitment and employee development. Secondly, Maria is

President of EF Pro Cycling – accountable for all operational and commercial activities of the professional cycling team, which competes at the highest level of the sport, the UCI world tour. Maria, who has over 20 years of international business leadership experience, started her career as a management consultant with McKinsey & Company in London. She then moved to Asia where she was the Trading Director for Hutchison Whampoa's retail arm before being promoted to the Head of the Luxury Division in Asia where she launched new retail concepts. In 2007, Maria founded DNA Beaute a pan-Asian beauty retail manufacturer and distributor. The company received significant backing from a prominent private equity fund and quickly established operations and offices across five Asian countries. Over the past decade, since moving back to Europe, Maria has been a regular guest speaker on international panels and conferences and is often requested to speak on topics related to HR trends, managing an international decentralized workforce, diversity as well as professional sport management. Maria, who is a keen footballer in her spare time, lives in London with her husband and two children. She holds a Master's degree from Stockholm School of Economics



Swedish Swiss Chamber of Commerce