

Marianna Hadjiandoniou

Founder of PERHA Group



Share with us how your entrepreneurship/ career journey started?

Back in 2014 I came across the idea of creating a unique HR consulting firm that offered a more personalized and tailored approach to every aspect of human resources. I wanted to build a company that went beyond traditional HR services, focusing on customizing solutions to meet the specific needs of each client. This vision led me to establish a firm that prioritizes close relationships, individual attention, and a deep understanding of the challenges and opportunities organizations face. From that moment, I was determined to redefine the way HR consulting was perceived and create impactful and sustainable solutions for businesses.

Could you share information on the services you offer at Perha Group? What's Perha's Group's unique selling point and how do you differentiate from the competition?

At PERHA Group we offer a comprehensive, one-stop solution for companies with headquarters in Cyprus, providing end-to-end business support. So I would say our unique selling point lies in providing complete, end-to-end business support with dedication and reliability. We cover a wide range of areas, including Workplace Compliance and HR services, like employment law, equal pay, health and safety, and diversity, equity, and inclusion (DEI). We manage the entire Employee Lifecycle Support, from recruitment and relocation (with concierge services) to onboarding and wellbeing initiatives. We also support Business Infrastructure needs such as payroll, banking, insurance, and claims handling, along with Branding and Engagement strategies, including corporate branding, communication, workplace culture, and lifestyle support.

What are the features a business should take in consideration to ensure you have the right tech partner and receive an efficient and quality service?

When selecting the right tech partner, a business must first prioritize expertise and proven experience within their industry. A tech partner who truly understands the unique challenges and needs of your business can deliver solutions that are both efficient and impactful. Equally important is alignment in corporate culture and values. With so many Gen Z professionals now shaping the tech industry, it's essential to partner with a company that not only understands the generational dynamics but also shares a similar approach to innovation, collaboration, and workplace culture.



The 8th of March is women's day. What does this stand for you?

For me, International Women's Day represents strength, empowerment, and women's leadership. It marks the significant progress we've made over the years in establishing ourselves within the business world and securing our place in corporate spaces. Women bring unique skills and perspectives to the table, making them invaluable assets to organizations. Personally, I've been inspired by countless women in various roles, whose journeys have been nothing short of remarkable. Oprah Winfrey, for example, is a figure to inspire and motivate, since what she achieved until now is exceptional.

What are the needs of today's woman? How do you see the business-motherhood balance?

Today's women, like men, face unique challenges in balancing their personal and professional lives, especially when navigating demanding careers. While our needs may differ, it's essential not to solely focus on women when designing HR policies or procedures aimed at improving work-life balance. The reality of balancing business and motherhood is often more complex than the idealized versions we hear about in books or podcasts. Striving for an "ideal" balance can sometimes be a myth. The key is to prioritize what matters most at the specific time and don't be afraid to admit that sometimes we need to work a little harder and we need to take this extra vacation day just to cover things up. It's about being adaptable and focusing on the bigger picture.

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You are very active in CSR. How this boosts you as an individual and how CSR can be beneficial for an organisation.

Giving back to society and people in need was something that my mother taught me in a very young age. I remember sharing some of my birthday presents in case I already had similar ones with kids that were not so fortunate. So growing up I decided that this was something that I wanted to do and grow over the years and I had the opportunity in the companies that I work to offer a lot back to people in need. Now in regards to organisations I believe that they should have CSR into their corporate culture. CSR not only aligns with global sustainability goals but also enhances a company's reputation, especially as European Union directives on sustainability and ethical practices continue to evolve. Companies that actively engage in CSR initiatives are seen as more socially responsible, which can build stronger relationships with employees, customers, and stakeholders. Moreover, CSR contributes to long-term success by driving employee engagement. It's a win-win situation that benefits both the organization and society as a whole.

What's your one piece of advice for young women looking to have a career in fintech?

My one key piece of advice for young women pursuing a career in fintech is to embrace continuous learning and stay adaptable. The fintech industry is rapidly evolving, with new technologies, trends, and regulatory landscapes emerging regularly. To succeed, it's crucial to remain curious and invest in developing both technical and soft skills. Don't be afraid of challenges, and be proactive in seeking mentorship and networking opportunities with both peers and industry leaders. Building a strong professional network and seeking out diverse perspectives will empower you to navigate the complexities of the field. Most importantly, believe in your capabilities and remain confident in your potential to make a significant impact in this industry and most importantly be "unstoppable" and never give up on your dreams and aspirations.

What's coming up next for Perha Group?

At PERHA in Cyprus, our primary focus is helping clients optimize their HR positioning and create environments where both individuals and organizations can thrive.

In 2023, we expanded into Dubai, marking a significant milestone in our growth. This expansion reflects our ambition to support HR projects across the Middle East, where the demand for innovative HR solutions and a strong corporate culture is rapidly growing. Our goal is to become a trusted partner in the region, helping businesses create sustainable and effective HR practices that attract top talent and foster a high-performance culture across diverse markets.



Who is Who

Marianna Hadjiandoniou holds a Master's degree in Human Resource Management from the University of Surrey, UK, and is an esteemed member of the CIPD. With over two decades of extensive experience, Marianna has successfully formulated and implemented HR strategies for various local and international companies. Marianna is and an active BPW Cyprus Federation of Business and Professional Women member and an accredited trainer by Cyprus's Human Resource Development Authority. From 2020 to 2023, she served as the Secretary of the CSR Cyprus Board.

She is also a board member of the Limassol Red Cross branch and supports the association "One Dream One Wish," contributing to significant community welfare projects. Her outstanding leadership in HR was recognized in 2023 at the international 'The Leadership Awards', in London. She also received the title 'Woman of the Year' at the prestigious international awards, Rewards 2024.