

Power Profile: An Interview With A Woman Who's Changing The World Of promo

GXN Spotlight: Helen Misseri, HR Director, SYNNEO



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Building culture. Driving strategy. Inspiring people. Some leaders talk about culture. Helen Misseri builds it.

As DRH/HR director of SYNNEO, Helen has been instrumental in uniting multiple successful businesses into one thriving organization. Her energy, curiosity, and business acumen are matched by a deep belief that lasting success starts with people.

“It’s all about people,” she says – and SYNNEO’s story proves it.

Formed through the merger of three French agencies and strengthened by two acquisitions in 2025, SYNNEO has grown into a €47 million, 120-person company delivering end-to-end promotional merchandise solutions. But Helen believes the company’s greatest achievement wasn’t the merger itself – it was building a shared culture first. Here you find the full Power Profile and interview.

While many organizations focus on systems and structures, SYNNEO invested six months aligning its leadership team through cultural workshops, coaching, and self-awareness before integrating operations. The result was a seamless organization that combined sustainability expertise, commercial excellence, e-commerce capabilities, and design into one collaborative business.

For Helen, culture isn’t an HR initiative. It’s the heart and soul of every organization. “Culture eats strategy for breakfast,” they say.

Her own career reflects that philosophy. Trained in social sciences, Helen moved to France, learned a new language, worked across multiple business functions, and later launched her own company. Those diverse experiences shaped a leader who understands every corner of a business and isn’t afraid to embrace change.

Listening is at the heart of her leadership style. During SYNNEO’s integration, she focused on understanding people before standardizing processes, creating an environment where employees felt heard, respected, and engaged.

Today, Helen is equally passionate about employee well-being. She believes organizations must help people navigate increasing workplace and societal pressures through coaching,

leadership development, and resilience. It's the right thing to do and happens to be at the same time essential for business success.

Helen's Advice to the Next Generation

- Stay curious.
- Listen first.
- Embrace new opportunities.
- Invest in self-awareness.
- Keep learning.
- Seek coaching and feedback.

As SYNNEO continues to grow, Helen remains committed to preserving the culture that fuels its success. Her leadership is a reminder that while strategies evolve and businesses change, people will always be the foundation of lasting growth. As she says, **“Great things happen when people truly connect – everywhere in the world.”**