



# Hedi Nurme- McDonald

## Contact

### Phone

+372 51 47 170

### E-mail

info@hedinurme.com

## Websites, Profiles

- [www.hedinurme.com](http://www.hedinurme.com)
- [www.linkedin.com/in/hedinurmemcdonald](http://www.linkedin.com/in/hedinurmemcdonald)

## Skills

- Customer relations (B2B/B2C)
- Recruitment
- Talent Acquisition
- Leadership development
- Strategic sourcing
- ATS systems
- Interviewing
- Retail processes
- Driving business growth

- Leadership and talent acquisition experience in all Baltic countries both in Retail and Recruitment Agency areas.
- Have started and developed international temporary staffing and recruitment company in Estonia.
- Talent sourcing, Senior consultant experience from executive search company Fontes.
- Positive, energized, both sales and people oriented.

## Work History

2025-03 -  
Current

### Independent Recruitment Partner

*FIE Hedi Nurme-Mc Donald, Tallinn*

- Strategic sourcing for various positions from senior specialist to COO

2025-09 -  
2026-03

### Retail Development Manager

*Euroapteek*

- Creating and implementing customer service standard
- Expanding pharmacies franchise network
- Leading, mentoring, guiding retail professionals
- Recruitment and active candidate sourcing

2025-04 -  
2025-09

### HR Auditor/interim Project Lead

*Interim Agentuur VVT, Tallinn*

Conducting full HR audit for the large agricultural company in Estonia. Project based task.

2018 - 2025

### Retail Sales Operations Lead, Estonia and Baltics

*Circle K Eesti AS*

- Ensuring daily customer and sales oriented operations through several initiatives and decisions taken over the years
- Leadership development.
- Responsible for the employment cost: finding and executing possibilities for more efficient operations
- Part of the management group in Estonia, later in Baltics

2008 - 2018

### HR Director, Member of the Management Group

*Circle K Eesti AS*

## Languages

English



Full Professional

Finnish



Limited Working

Russian



Limited Working

## References

Finn Legaard Kopart  
Head of Operations  
Excellence Europe/Circle K  
tel: +45 75 82 38 23

Kai Realo  
CEO/Ragn-Sells Estonia  
tel: +372 56 490009

2007 - 2008

### **Business Area Lead, Estonia and Baltics**

*CVO Estonia / CVO Recruitment OÜ*

*Executive search company specializing recruitments in Tech, Finance and Sales areas*

2004 - 2008

### **Country Manager**

*Adecco Estonia AS*

*Building up the new business in Estonia both in strategical as well as operational level. Recruitment, temporary staffing.*

2001 - 2004

### **Recruitment Centre Lead**

*Hansabank Group*

*Creating a new recruitment centre for the Hansabank Group in Estonia.*

1994 - 2001

### **Career from Assistant to Consultant**

*Fontes PMP AS*

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## Education

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2015-06

### **Master of Science: Communications Management**

*Tallinn University*

2003-01

### **Bachelor of Arts: International Business Management**

*Estonian Business School*

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## Additional training

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2026

- AI related trainings

2023, 2024

- Nordic Business Forum

2021

- NACS Leadership Training, Yale University

2013-2015

- Leadership training (both as trainee and the training facilitator), Circle K