

Alessandra Yockelson

CHIEF HUMAN RESOURCES OFFICER

Alessandra Yockelson joined Pure in July 2021 as Chief Human Resources Officer, leading the company's human capital function globally. She is responsible for crafting talent and organization strategies that advance the company's business goals and make Pure an inclusive employer of choice by top talent.

Prior to joining Pure, Alessandra was Chief Talent Officer for 60,000 team members at Hewlett Packard Enterprise HPE and the global SVP of HR for the Compute, Storage, and Services Business Units as well as the Technology function. A recognized leader with more than 25 years of accomplishments in human capital management, Alessandra has built sizable global HR teams delivering large-scale business transformation and M&A, and nurturing growth mindset cultures. She is a catalyst for diversity, equity & inclusion and served as the President of the Avon Foundation for Women in Brazil. She also previously held leadership positions with major multinational brands, including Diageo, Avon, Philips, and Volkswagen.

A Brazilian and Italian national, Alessandra has lived and worked in three continents. She serves as an independent board director of iCIMS, a high growth talent cloud platform.

Alessandra holds a Ph.D. in organization studies and an MBA from Fundação Getúlio Vargas in São Paulo, Brazil and an MS in HR.

