

HR FUTURE LEADER OF THE YEAR

WINNER

ALISON KASOBIA, ADDISON LEE

This HR business partner's professionalism, exceptional performance and passion for people has earned her the top prize for 2025. Currently working for transportation firm Addison Lee, Alison Kasobia embodies what it means to be a champion of HR, delivering measurable results while inspiring and supporting those around her.

In less than two years with Addison Lee, Kasobia has become a key influencer of the business' people agenda across the global HR team. Having joined the firm during a time of organisational change, Kasobia hit the ground running by taking leadership and ownership of delicate situations, and always being willing to learn.

She has coached and mentored colleagues, set up employee network groups, supported the rollout of company values as a visible values champion, introduced an NPS system to identify and address organisational pain points, and refreshed company policies. She has also successfully integrated five new businesses into the Addison Lee group – all while ensuring that employee engagement remains high.

Her HR director described Kasobia as instrumental in delivering a 16% reduction of attrition over the last year, an 8% increase in employee engagement and a 97% NPS satisfaction rating across HR touchpoints with managers. During Kasobia's tenure, formal case management has reduced



director wrote, a fact that is evident when looking at her previous experience. Before joining Addison Lee, Kasobia developed and delivered training for leaders of the engineering company Subsea 7, improving cross-border HR practices in the UK and France, and reducing attrition.

When working for the health and security firm International SOS, Kasobia supported the delivery of a trophy-worthy wellbeing strategy that earned her employer the Wellbeing in Crisis Award 2021, from the French Chamber of Great Britain. Additionally, before joining Addison Lee, Kasobia led the design and delivery of an engagement initiative that delivered measurable results: a 75% uplift in people filling out the company's engagement survey, reduced attrition and increased completions of leadership development programmes.

Kasobia stood out to the judges because of the scope of her HR experience across a range of different sectors and her contribution to increasing employee satisfaction. They described her as a measurably effective leader who has made a positive impact across the HR agenda.

SHORTLISTED

- Rosalinda Buttice, PensionBee
- Hannah Cooper, Codestone
- Sheryl Godwin-Jones, ANS Group
- Ashlea Harwood, Indevor Group
- Justine Lopez, Interhome
- Emma Sanchez Ruiz, Vagabond Wines

by 15%, and 86% of employees believe that their manager cares about their wellbeing.

These results stem from Kasobia's "relentless focus on building a people-first culture", Addison Lee's HR director Laurence Comiskey reported. "She continues to drive her own learning and

development, not just to expand her own knowledge but to further the business' ambitions. Her data-centric approach allows her to spot trends, enable timely decision-making, and strengthens HR's strategic influence across the business," he added.

Addison Lee's CFO stated: "Since joining Addison Lee, [Kasobia] has been an integral part of the team," praising her leadership, ambition and open mind. The company's CCO commended Kasobia too, for her approach to challenging existing processes, implementing new processes, and uniting the business.

"[Kasobia] has always been committed to helping people succeed," her HR

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