

MARIA F. PEREZ-MAROM

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GLOBAL MULTI-UNIT PEOPLE & CULTURE LEADER

Head of HR - People Operations - People Business Partner & Consultant | Results-Driven & Co-Active Coach | Diversity, Equity, Inclusion & Belonging | Culture Transformation | Servant Leader & Relationship Builder

- Bilingual (Spanish / English) results-driven People professional with consistent history of driving impact in fast-paced domestic & global functional business units across a broad spectrum of industries in multi-states, and multi-continent: North America, South America, Europe, Australia, and Asia.
- Over 10 years of experience in promoting a culture of Employee Success through an engaging EX, inspiring employee impact to business success and building organizational magnetism to join and stay.
- Provides both hands-on and strategic support to leaders in cultivating an engaging, innovative, and productive working environment.
- Track record in creating and implementing HR strategies, and talent systems with integrated tools & processes in the areas of workforce planning, performance management, succession planning, leadership development, career development, employee retention, employee relations, DEI & B initiatives, company culture, management coaching, compliance, compensation & benefits, payroll administration, PEO & ASO management.
- Natural relationship builder with strong influencing and negotiating skill sets
- Certified Lominger Voices 360° Coach and Facilitator

CORE COMPETENCIES

Talent Management / Organization Development | Talent Acquisition / People Operations | Business Ally
Executive Decision Making | Credible Activist | Process Re-engineering, Standardization & Continuity
Business Process Outsourcing Solutions | Best-Practices and Knowledge Sharing
Vendor Management & Negotiation | Influence Change, Gain Buy-In & Consensus-Building

PROFESSIONAL EXPERIENCE

Center for Human Performance, Wellington, Florida (Remote Contract)

10/2022 - Present

People & Culture Consultant

Fractional Chief People Officer / Head of HR / Director – HRBP level support: Executive Coaching, HR Consulting, Strategy

Perfect Harvest, Wellington, Florida (Remote)

3/2021 – 10/2022

Vice President (Head of) Talent & Culture

Promoted to VP of Talent & Culture and served as a strategic human capital business coach and advisor to the Founders/C-Suite and leadership team leading continuous growth and culture transformation enhancing the employee experience (EX) and building upon company culture. Accountable for instilling a diverse & inclusive culture, driving leadership effectiveness and employee engagement across all functions throughout a multi-state operation. Orchestrated the deployment of a new HR operating model. Hired, planned, directed, and evaluated work of HR direct reports.

- Built employee lifecycle management processes in the areas of recruiting, onboarding, engaging & retaining, continuous learning & development, performance management, succession planning, and offboarding.
- Designed, led and managed compensation, equity and benefit programs that were market competitive which helped us hire, engage and retain talent.
- Implemented 9-box methodology to identify high potential talent and drive individualized career development planning, promoted 25% roles.
- Identified, launched, and managed HRIS and HRM systems needed in order to sustain continuous growth and improved HR services by over 30%.

Sr. Manager of Talent & Culture

Led and championed as a one-person department the entire People function in a start-up environment throughout four states (WA, OR, MI and MO) across a large-scale operation of 300+ employees. Worked and led at all levels of the HR "stack" - strategic, operational, and tactical. Recognized to think strategically and implement strategy tactically with a data driven approach.

- Achieved 600% growth within 4 months, doubling projected growth forecast.
- Decreased ER cases by 38% by identifying patterns and providing tailored training to leaders & employees, as well as ensured quick intervention and dispute resolution.

Serta Simmons Bedding, Riviera Beach, Florida (On-site)

1/2020 – 10/2020

Area Human Resources Business Partner

Provided leadership to the Florida, and Puerto Rico plants by balancing long and short-term initiatives. Managed processes and people. Implemented strategic recruitment practices in alignment to business needs and implemented solutions to support employee attraction and retention.

- Led furloughs and RIFs amid the COVID-19 pandemic with a human-centered approach.

The Fresh Market, Wellington, Florida (Remote)

2018 – 2019

Florida HR Business Partner

Served as a consultant to management on human resources-related issues, initially supporting 8 regional managers of operations, 50 store managers and a mix of exempt and non-exempt team members throughout the state of Florida, approximately 5K team members in total.

- Coached zone and regional leaders in identifying talent gaps, managing the performance process and collaboratively executed the appropriate strategies to build highly performing teams and bench.

SOUTHEASTERN GROCERS, Coconut Creek, FL (Hybrid)

2016 – 2018

South Florida HR Business Partner

Strategic HR partner supporting over 23 stores throughout South Florida, with over 2K employees. Served as change agent and consultant to business units in support of business strategies. Played key role with management to assist in re-organizations and other change management initiatives (i.e., new banner launch, reductions in force, and other workforce actions).

- Launched the very first Hispanic banner in South Florida, the “Fresco Y Más” store in Hialeah, FL in less than 1 month in role. Hired and trained over 100 associates in less than 2 weeks prior to launch; surpassing over 50% sales forecast.
- Reduced over 10% turnover by elevating employee engagement in over 23 stores throughout the state of Florida.

TELEFÓNICA (\$63+B in revenue), Miami, FL (On-site)

2013 – 2015

Head of HR Service Delivery, Telefónica Global Areas (USA: Florida, California, Puerto Rico, and Australia)

Promoted into role to lead and serve as subject matter expert (SME) executing HR programs, policies, and procedures throughout several markets. Strategic and operational Global HR leader driving to meet goals and systematic process thinker leading procedural improvements from global to local markets throughout 9+ Telefónica business entities. Focused on Change Management, Systems Implementation, HR Transformation, Risk Management & Compliance, Payroll Outsourcing, Process Optimization & Efficiencies, and Labor Relations.

- Led the decommission of Workday and launch of ezLM Time Management project in US & Australia, which streamlined internal processes and represented a cost savings of over 25%.
- Led a team of Human Resources professionals in a generalist capacity to develop and execute HR initiatives in people operations, talent management, employee relations, and facilitate positive employee relations in a complex and rapidly changing work environments.

Sr. HR Business Partner, Telefónica USA, Inc. (USA & Puerto Rico)

Built the HR team, led and developed HR professionals. Acted as employee champion and change agent. Led and provided strategic and day-to-day direction to local teams.

- Performance Management: Evaluated, recommended, and implemented a new Progressive Disciplinary Performance Management process, maintaining a highly engaged and productive workforce.
- Global Resources: Developed, implemented, and launched a Global On-boarding Program providing structured on-boarding guide for line managers and new hires.

ECI TELECOM (\$330+M in revenue), Ft. Lauderdale, FL (On-site)

2011 – 2013

HR Head of the Americas

Oversaw North, Central and South America markets from HR perspective within Sales, Service, Global Operations and Finance divisions. Led and developed country HR professionals.

- Improved image of HR, instilling organizational culture by reinforcing company’s mission, vision, and values.
- Managed and mitigated legal risks and exposure during international RIFs ensuring compliance to country’s employment laws & regulations with a human-centered approach.

GAP, INC. (\$16B+ in revenue), Boca Raton, FL (Hybrid)

2008 – 2011

Regional Multi-State Human Resources Manager

Led HR function for over 90 Gap stores (\$2M – 2K+ employee workforce) located throughout the state of Florida, Puerto Rico, Mississippi, Alabama, and Louisiana which consisted of districts containing single-and multi-store (center) environments.

- Talent Management: Led Top Talent Strategy and capitalized in internal talent and created bench at all levels; developing key competencies on future leaders critical to organization’s future success and sustainability.
- Created, executed, and delivered reward programs that increased employee engagement index to 80%, reduced turnover 6%, and improved EE morale with union vulnerability index (UVI) over 75% throughout all markets.

EDUCATION & AFFILIATIONS

- **Bachelor of Arts degree**, Major in Communication at the “Universidad Central del Ecuador,” SA
- Lominger Voices 360[®] - Korn Ferry: Feedback Facilitation & Coaching
- eCornell Certificate: “Navigating Labor Relations” in a union environment
- Active member of SHRM and of the Human Resources Association of Broward & Palm Beach counties