

Sofia Oliveira

Title: Head of Human Resources, Vodafone Portugal

Location: Portugal

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Summary

HR executive with 19+ years of experience in talent management, organizational development, and employee experience. Delivers results by translating business objectives into people-centered strategies that enhance performance and foster inclusive cultures. Known for expertise in change management and digital HR transformation across multinational environments.

Certifications: SHRM Senior Certified Professional, Digital HR Certificate.

Languages: Native Portuguese, fluent in English and French.

Experience

2024 – Horizon Pharmaceuticals

- Designed a hybrid work policy framework that balanced business needs with employee preferences. Created governance tools, space utilization metrics, and manager training for the new model.

2023–2024 – TechSolutions Global

- Led the implementation of an employee wellbeing program spanning mental, physical, and financial health. The initiative reduced absenteeism by 22% and improved engagement scores across all departments.

2022–2023 – RetailMart Group

- Orchestrated a leadership development program for 150+ middle managers. Integrated coaching, mentoring, and action learning projects that addressed business challenges while building capabilities.

2021–2022 – EuroBank Portugal

- Implemented a skills-based talent marketplace that improved internal mobility by 35%. Created competency frameworks and career pathing tools that enhanced talent retention.

2020–2021 – GlobalPharma Inc.

- Led the digital transformation of HR operations by implementing Workday across 15 countries. Redesigned processes, trained HR business partners, and created self-service functionalities.

2019–2020 – AirTravel Group

- Managed a restructuring program affecting 800+ employees. Designed outplacement support, internal redeployment processes, and communications strategies that maintained trust during the transition.

2017–2019 – EcoRetail Stores

- Developed a diversity and inclusion strategy that increased representation across leadership levels. Established employee resource groups and unconscious bias training.

2015–2017 – TechMedia Corporation

- Created a total rewards strategy aligning compensation, benefits, and recognition programs. Introduced performance-based incentives and flexible benefits options.

2013–2015 – FinServe Consulting

- Led culture transformation initiatives during post-merger integration. Facilitated workshops to align values and behaviors, and established pulse surveys to monitor progress.

2010–2013 – ManufactTech Industries

- Implemented talent acquisition strategies that reduced time-to-hire by 40%. Developed employer branding, assessment methodologies, and onboarding processes.

Education

Universidade Católica Portuguesa

Master's in Human Resources Management

ISEG - Lisbon School of Economics & Management

Bachelor's in Management

Skills

- Organizational Development & Change Management
- Talent Acquisition & Retention Strategies
- Employee Experience Design
- Performance Management Systems
- HR Analytics & Workforce Planning
- Native in Portuguese; fluent in English and French