

## Contact

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[www.groundforce.pt/](http://www.groundforce.pt/) (Company)  
[www.pessoas2020.pt/pessoas2020.html](http://www.pessoas2020.pt/pessoas2020.html) (Other)

## Top Skills

Team Management  
Negotiation  
Organizational Behavior

## Languages

French (Full Professional)  
Spanish (Elementary)  
English (Full Professional)

## Honors-Awards

Speaker  
Speaker  
Prize winning Photographer  
Speaker  
Speaker

## Publications

Boas práticas - Groundforce Portugal  
Prize Winning at ASCA Photo Contest  
Caderno de Comunicação Interna  
Testemunho de Catarina Ramalho

# Catarina Ramalho

Communications| Groundforce Portugal  
Lisbon Area, Portugal

## Summary

Implementing an Sharepoint Online Intranet, as a one stop shop to communication and employee support needs.

Building Internal and External Comms as a full proof provider to all stakeholders of the organization (int.) and to the organization towards the market, the field and the business (ext.), with special concern on the organization reputation in a very fast paced growing civil and commercial aviation.

Previously, on HR scope

Headed Internal Comms Strategy;  
Designed Internal Comms Policies;  
Created and managed Internal Comms means;  
Reviewed Internal Comms Channels and Managed; Social Media, such as Facebook and a Site Blog;  
Managed Internal Comms Programs;

Relevant

Implemented a Change Program;  
Managed Organizational Development and IC, wich included:  
1) HR Programs;  
2) Performance Appraisal - scorecard Task to Skill, Skill to Task and Skill to Goals;  
3) Implementation an HR Management System within an SaaS Solution;  
4) New Skills based Approach Model for HR Management;  
5)Responded to 3 APCER ISO 9001:2000 Audits on behalf of HR;  
6)Responded to ISAGO Audit (Industry Procedures Compliance).

Managed of DGERT and IATA Accreditation of Groundforce Portugal;

Created and Coordinated Groundforce Academy;

Managed Prime - European Cofinanced Program for Training 2007-2009;  
Managed RVCC (Skills and life experience conversion and certification by IEFP and Vocational Training);  
Coordinated International Training Projects in African Market;  
Implemented an E-learning and Training Management System-SUMTOTAL- partner ALTRAN CIS;  
Implemented Induction Courses;  
Coordinated the first Skills based Approach Model implementation in Groundforce Portugal;  
Created an E-learning based Integration/Induction course;  
Created, Managed and Implemented of the first Language Skills Proficiency Evaluation Model for Recruitment and Selection;  
Lead E-tutoring;  
Was E-coordinator.

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## Experience

### Groundforce Portugal

15 years 8 months

Communication - Internal, External and Corporate

February 2019 - Present (1 year 5 months)

Lisboa

### Head of Internal Communications

July 2014 - February 2019 (4 years 8 months)

Responsible for defining and implementing Internal Communication Policies, Strategies and Means/Programs

### Organizational Development and Internal Communication Manager

July 2014 - July 2015 (1 year 1 month)

Responsible for the definition and implementation of development and internal communication policies.

Responsible for the implementation of HR Projects and Internal Programs.

Responsible for the implementation and management of a Skills and Goals based performance appraisal model and process.

### Senior Human Capital Specialist

June 2013 - July 2014 (1 year 2 months)

Responsible for implementing, controlling and reporting Performance Appraisal  
– 2300 employees  
Project Manager

Human Resources Business Partner (HRBP)  
February 2013 - July 2013 (6 months)  
Lisbon Area, Portugal

Responsible for managing and interfacing internal clients needs concerning all  
HR processes ( R&S, Career Plan, Training, Appraisal based on a Skills Model  
(main process )  
Key user SAP RH

Training and Development Coordinator  
November 2004 - February 2013 (8 years 4 months)  
Relevant Projects

Responsible for setting and implementing Training Policies, representing the  
Organization among stakeholders, clients and during Audits, coordinating the  
training team (at 2005 managed the Administrative Support) plus 120 trainers,  
reporting back to Human resources Director training results, challenges  
and action plan. Assessing training needs and elaborating Training and  
Development Plan. Responsible for Project Management (from coaching and  
change programs, to the Accreditation of Groundforce as a Training Entity, to  
the Certification of all Courses by INAC, to the Certification of Groundforce as  
a IATA Training School.) Created Groundforce Academy (Training Centre for  
Commercial purposes)

PGA-Portugália Airlines  
Passenger Service Officer  
April 2000 - November 2004 (4 years 8 months)  
Responsible for Check-in, Boarding and Baggage Management of Portugália  
Customers.

Escola Secundária de José Gomes Ferreira  
English Second Language Teacher  
February 1999 - September 1999 (8 months)  
Benfica

English Teacher  
President of 11th Grade Council  
Class Director  
Parents Association Manager

TMN-Telecomunicações Móveis Nacionais, SA  
Customer Service Officer  
February 1995 - July 1998 (3 years 6 months)  
Lisbon Area, Portugal

Worked on TMN Call Centre and after a year was invited to manage Customer Relations on Service irregularities

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## Education

Escola de Gestão e Negócios - EG&N - UAL  
Master of Business Administration (MBA), Human Resources Management · (2011 - 2012)

Universidade Europeia  
Post-grad., Human Resources - Training Management and Evaluation · (2007 - 2008)

ISLA - LISBOA  
Jurisdictional and Technical Translation, Translation and Linguistics · (1994 - 1998)