

# MARIA F. PEREZ-MAROM

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## GLOBAL MULTI-UNIT HUMAN RESOURCES LEADER TALENT MANAGEMENT BUSINESS PARTNER | RESULTS-DRIVEN & CO-ACTIVE COACH

- Global talent and progressive retail HR management experience in various industries with strong business acumen, sense of urgency and vision
- Human Resources Professional, fully bilingual (Spanish / English)
- Track record in creating and implementing talent system with integrated tools and processes, including performance management, and succession and workforce planning across multiple business units
- Expert in Employee Relations best practices and Labor Laws in US and LATAM. Expertise includes performance management, leadership development, engagement, career development, culture, compliance, benefits and employee programs.
- Progressive experience in multinational companies with ability to identify and successfully resolve strategic HR issues
- Team contributor and willing resource and mentor to other people regarding leadership, talent and employee relations
- Natural relationship builder with strong influencing and negotiating skill sets
- Certified Lominger Voices 360<sup>®</sup> Coach and Facilitator

### CORE COMPETENCIES

- Talent Management / Organization Development • Talent Acquisition / Recruiting • Operational Executor • 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

**The Fresh Market, Florida, USA**

**2018 - 2019**

#### Florida HR Business Partner

Served as a consultant to management on human resources-related issues, supporting close to 50 stores throughout the state of Florida, with close to 5K team members. Acted as an employee advocate and change agent. Assessed and anticipated HR-related needs specific to the business units. Formulated partnerships across the HR function to deliver value-added service to management and employees that reflects the business objectives of the organization. Maintained an effective level of business literacy about the business unit's financial position, its midrange plans, its culture and its competition. Stewarded the professional development and performance management initiatives for the company; this includes: performance assessment; development planning; and management development.

**Southeastern Grocers, Coconut Creek, FL**

**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. Subject matter expert to multiple business units. Played key role with management to assist in re-organizations and other change management initiatives (i.e. growth: launching new banner, reductions in force, and other workforce actions).

- Launched first “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; as result, generated over 50% of projected sales.
- Reduced over 10% turnover by elevating employee engagement in over 23 stores throughout the state of Florida
- Trained, developed and built bench at a rate of 30% within the district; as a result, improved on employee retention, engagement, and job satisfaction which positively influencing workplace efficiency and effective process execution positively impacting the bottom line.
- Decreased ER cases by 45% by providing effective and tailored trainings and immediate intervention and dispute resolution in the effort to eliminate and focus on building high-performing teams
- Managed and mitigated legal risks and exposure by ensuring legal compliance, consistent adherence to established policies and procedures, and performance management guidelines.

**The Results Companies, Ft. Lauderdale, FL**

**2015**

#### Human Resources – VP Consultant

Recruited to assess and improve functionality and procedures within HR department throughout US. Assisted senior leadership to conduct audits of human resource activities to ensure compliance with policies and procedures and developed, coordinated, and recommended changes for improvement.

- Worked towards ensuring compliance in all legal areas through internal audits
- Promoted visibility of HR through positive interactions with employees at all levels with effective human resource services, programs, and communications.
- Assessed competitiveness of all human resources programs and practices against relevant comparable companies, industries and markets, to ensure competitiveness.

**Telefónica (\$63+B in revenue), Miami, FL****2013 - 2015****HR Service Delivery Manager, Telefónica Global Areas (USA, Puerto Rico and Australia)**

Promoted into role to lead and serve as subject matter expert (SME) executing HR programs, policies and procedures for USA, Puerto Rico and Australia markets. Drove corporate target operating model from global through local markets throughout 9+ Telefonica business entities, including all HR services strategies and activities. Focused on Change Management, Systems Implementation, HR Transformation, Risk Management & Compliance, Payroll Outsourcing, Process Optimization & Efficiencies, and Labor Relations.

- Led decommission of Workday and launch of ezLM Time Management project in US & Australia, which streamlined internal processes and represented a cost savings of 25%.
- Negotiated and implemented new employee health and wellness programs for Florida and Puerto Rico markets, providing over 10% company savings and cost effective top notch programs for employees
- Improved Employee programs, policies, practices and processes associated with meeting strategic and operational people issues

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

Senior level Human Resources Executive and Business Partner with responsibility for HR in United States and Puerto Rico. Acted as employee champion and change agent. Led and provided strategic and day-to-day direction to local teams. Worked with management team to solve problems and create solutions to optimize development and performance.

- Performance Management: Evaluated, recommended and implemented a new Progressive Disciplinary Performance Management process, maintaining highly engaged and productive workforce.
- Global Resources: Created and launched Global On-Boarding Program, providing structured on-boarding guide for line managers and new hires.
- Total Rewards: Retention Strategy, Work-life Balance, and Non-cash Recognition: Implemented on-the-spot bonuses, created and launched Telecommute Program which providing enriched work-life balance as well as promoted weekly and quarterly employee events recognizing and celebrating "quick wins" which enhanced overall employee engagement and job satisfaction.
- Compensation Administration: Internal Equity, Salary Structures, and Job Evaluation. Completed job analysis and grading of over 75 separate classifications, providing consistency and awareness across organization.

**ECI Telecom (\$330+M in revenue), Ft. Lauderdale, FL****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. Managed and developed country HR professionals. Partnered with LATAM leadership teams in oversight of talent management for critical business issues. Managed and mitigated legal risks and exposure

- Played key role with management to assist in re-organizations and other change management initiatives (i.e. growth, reductions in force, and other workforce actions)
- Improved image of HR, instilling organizational culture by reinforcing company's mission, vision and values
- Tackled root causes of employee relation issues in effort to eliminate and focus on building high-performing teams

**GAP, INC. (\$16B+ in revenue), Boca Raton, FL****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. Provided expert advice and counsel to executive leadership team. Aligned HR activities and operational priorities. Led performance development, merit, bonus processes for Retail sales employees ensuring training, communication on process and timelines.

- 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
- Decreased ER cases 47% by providing effective and tailored trainings and immediate intervention and dispute resolution in effort to eliminate and focus on building high-performing teams.

**EDUCATION & AFFILIATIONS**

Bachelor of Arts degree, major in Communications at the "Universidad Central del Ecuador," SA

Employee Relation Certification ~ Learning International

Human Resources certifications ~ Council on Education in Management

Lominger Voices 360° - Korn Ferry: Feedback Facilitation & Coaching

Active member of SHRM and of the Human Resources Association of Broward County