

JOSE MANUEL VELÁSQUEZ MUÑOZ

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PROFESSIONAL PROFILE

HR Manager with quality development skills focused in achieving strategic results beyond human resources. Highly driven by results, stable minded, inclusive and decisive decision-making are key trends that shape my leadership style. Business Administrator professional with experience and knowledgeable in: Compensation and benefits, Organizational Development, Recruiting and Change Management. Outstanding skills: Attention to details, communication, teamwork and interpersonal relations.

WORK EXPERIENCE

UNILEVER

HRBP Manager Ecuador

September 2018 – Present

- Head of HR for Unilever Ecuador: responsible for leading a team of 12 people, 850 total employees and 3 unions.
- In charge of building the employer brand strategy & country business culture transformation strategy.
- Also responsible for the industrial relations, external recruitment, wellbeing, diversity & inclusion, engagement and talent development strategy definition and execution.

Reward Sr. Manager Middle Americas (9 Countries) & Industrial Relations Colombia

Oct. 2011 – Aug.2018

- HR led for Latin America in the implementation of SHARES project; share options available for all Latam employees.
- Head of the HR department in 2 production sites located in Cali; more than 500 blue-collar employees, 1 union & 1 collective bargain.
- Led the collective bargain agreement negotiations for both factories that resulted on a 3-year arrangement.
- Led all Latin American countries Reward for factories design and implementation layout.
- HR led for Latin America in benefiting process and policy change for the Region.
- Responsible for leading the expertise team of Rewards for Middle Americas; Colombia, Ecuador, Venezuela, Panama, Costa Rica, El Salvador, Guatemala, Nicaragua and Honduras.
- Accountable for designing and developing tools to guide managers through compensation decisions.
- Responsible for analyzing compensation policies, government regulations, and prevailing wage rates to develop and propose competitive compensation plan.
- In charge of communicating to main stakeholders all their compensation & benefits programs as well as Reward Policies
- Designed and implemented the Head count establishment process for Middle Americas
- Implemented the Reward news Magazine which includes the Reward stats toolkit for HRBPs and Line Managers
- Implement the wage and benefits survey for all the 9 countries in the Middle Americas Cluster, decide upon budgets for salary increases in 2012 and 2013.
- Designed the compensation package for the newly created In Store Execution Structure across Middle Americas.
- Designed and implemented a new company car policy for Colombia
- Lead the implementation of an online tool for employees to consult their annual wage and benefits package.
- Developed a regular compensation consultation tool for HR Business Partners

HR Business Partner – Foods Factory

July 2011 – December 2011

- Leading the Manhattan Project in Foods Factory in order to define a new Way of Working-Business Model with the Cooperative's associates.
- Acting as business partner, providing solutions and participating in the design and implementation of HR strategies
- In charge of all the Human Resources processes: staffing, recruiting, learning and development, wellness, internal communications, compensation, labor relations, benefits.
- Responsible for Manage relationships and contracts with third party companies.
- Important role as member of the Crisis Committee; evaluation of all possible risks that could prevent us from having business continuity.
- Design the Employee's Welfare Activity Schedule.
- Leading the HR news that go across the company.

MANUELITA GROUP (<http://www.manuelita.com/>)**Corporate Talent Management & Recruitment Chief****December 2008 – June 2011**

- Named as Secretary of the Corporate Steering Committee; preside by the CEO with all of the Business Units board Members.
- Strong people management experience, leading a team of 5 people; 3 were internally promoted during my tenure as line manager.
- Responsible for recruitment processes at the corporate center and designed the company's recruitment policy; defined the terms & conditions to certify head hunters. Allowed the organization to standardize our recruitment process as we reduce recruitment costs by 8%.
- Responsible for designing and implementing the Performance Management System for the white-collar employees across the entire organization, impacting more than 1.700 employees in 4 countries.
- Led the organization's first engagement survey, where more than 5.000 employees participated in 4 different countries and defined an 18-month improvement plan.
- Designed career routes for the organization and conduct communication to more than 300 employees.
- Created the succession chart policy and the high potentials retention strategy, which allowed the organization to register on a yearly meeting development actions for our talent, which allowed internal movements to increase by more than 12%.
- Developed the first corporate university program in association with Universidad ICESI business school. These allowed key talents and key position engineers to have an 18-month training program. Covered more than 60 managers across 4 countries.
- Conducted the internal services survey, which allowed us to defined specific improvement indicators for each business department.
- Responsible for the Talent Management structure of the biggest business unit: Manuelita S.A.

Cultural Transformation Specialist**November 2006 – December 2008**

- Led job description workshops in 6 different businesses for more than 1.5K white collar employees, which allowed me to design the compensation and benefits model for the organization.
- Led the communication process of the corporate strategy to all of the employees (blue and white collar), new HR foundation model and new company values.
- Defined and recorded all HR KPIs and presented twice a year to the board of directors.
- Designed and implemented the fixed compensation policy and the construction of the variable compensation policy. Designed the benefits policy for white collar employees.
- Designed, implemented and custodian of the job evaluation process which operated in all 6 businesses and the organization structure blueprint.
- Analysis and projection of labor costs and salary leveling within the organization, allowed to have a single currency budget control system; meeting budgets for the first time in organizational history.
- Designed, proposed and implemented the human resources structure template for each business, which allowed to reduce by more than 45% our HR headcount, and redefined roles for 90% of current staff.
- Lead all the staffing process at the corporate center, hiring more than 18 external mid-career recruitments in 6 months.
- Construction of the performance management system for the organization, by which career plans, succession charts and merit raises are design.
- Designed and implemented the expatriate policy for the organization, eliminating "differentiated personal arrangements" and promoting more than 6 international movements within a 12 month period.

ALDOR S.A. (<http://www.aldoronline.com/>)**International Marketing Analyst****February 2006 – November 2006**

- Support for all of ALDOR's brand names in the different international markets, based on a permanent communication and support to our customers. Constant research, layout and development of new products that adjust themselves to the sales goals of each country.
- Development and completion of a product portfolio to be offer in the American market according to "seasons".
- Managed to register the company as provider in two important convenient store chains; Dollar Tree Stores Inc. and Family Dollar Services Inc.
- Coordination and Development of all the set-up and participation of ALDOR in the All Candy Expo in Chicago in 2006, getting more than 65 contacts with potential international buyers.
- Offering and achievement of an agreement between the company and our customer in Puerto Rico to increase their orders to two monthly containers and decrease time of payment due bills via arrangement from 90 days to 45.

KRAFT FOODS

Trade Marketing Analyst**February 2005 – February 2006**

- Created the "Safari" experience within top 25 modern channel stores in Colombia, while launching Kraft label products with Dreamworks Madagascar Movie Characters, whilst increasing sales in 18% during promotion.
- Participation in the design, formulation, and execution of commercial strategies and action plans with the goal of guaranteeing the development of the brands in the modern channel.
- In charge of providing new ideas of promotional activities to increase rotation in the self-services channel.
- Responsible for managing the trade marketing budget.
- Responsible for developing and designing generic stickers for promotions, which allowed reducing manufacturing time cycles, optimize costs and accelerate the billing process for our customers.

SANSAIWOK RESTAURANT**General Manager****November 2002 – January 2005**

- Inventory management and control, human resource management, publicity management, financing and accounting management, assembly and logistics of "Tasca" type restaurant during season.
- Development of the "Faithful Customers of Oriental Gastronomy" programs. Introduction of the Thai Gastronomy Concept to the Japanese restaurant achieving a fusion of these two types of culinary styles.
- Created yearly calendar activities for employees.
- Food cost analysis and price setting recommendation.
- Implemented the catering service increasing overall yearly sales in this segment by 8%.

ALFONVAR LTDA.**Sales Store Manager****December 1997, 1998, 1999, 2000, 2001**

- Responsible for managing the different firework stores which established during the Christmas seasons throughout the city.
- Increased the number of stores in the city from 2 to 6 and implemented the door to door sales service.

ACADEMIC BACKGROUND & OTHER IMPORTANT MENTIONS

- Board Member of "Gerencia Selecta": HR consulting and head hunting leading firm in the region
- Coach/Mentor Under Unilever's Coach in a Box Methodology
- Discovering Your Purpose Certified Facilitator by Unilever
- ICESI University Graduate Executive Education Professor in HR
- ICESI University – Bachelor's Degree Business Administration
- Colegio Bolivar - High School
- Languages: Advanced English, Bilingual and 50% Portuguese
- Systems: Excellent skills with the Windows operative system and Office Package.
- Data Base: Workday, Peoplesoft, SAP and Oracle Sales Analyzer, Food and Drinks Gamasoft Software (Inventory and billing).
- Certification in Talent Development and Four Stages of Contribution. Novations 2009.
- Certification in Efficient Selection Workshop; Selecting the Best (Interviews by competencies).
- Certification in GOLD Program leadership by Unilever.
- Certification in finance for HR by Unilever.