

# LUCIA MORALES

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## EXECUTIVE SUMMARY

Senior human resources leader with 25+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

## CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Performance Management	Employee Relations	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

## PROFESSIONAL EXPERIENCE

### HR Manager

**DataFlow Systems** | 1999 - Present

- Spearheaded enterprise-wide human resources transformation initiatives impacting 1833+ employees
- Delivered \$10M+ in annual revenue growth through strategic performance management implementations
- Built and led global teams of 41 professionals across 8 countries
- Reduced operational costs by 25% while improving service quality and customer satisfaction

## EDUCATION & CERTIFICATIONS

**Master of Business Administration** | King's College London | 1996

**Bachelor of Science in Organizational Behavior** | King's College London | 1994

### Professional Certifications:

- LinkedIn Talent Solutions Certified