**MA KATRINA**

[**KATRINA.345563@2freemail.com**](mailto:KATRINA.345563@2freemail.com)

**EXECUTIVE SUMMARY**

Human Resource Professional with over 10 years of comprehensive Human Resources experience in a multicultural environment within F&B, Retail, Media, Automotive industries and Management Consultancy. An HR Professional highly skilled in Recruitment and Retention, Performance Management, Labor Relations, Employee Relations, Employee Budget, Employee Benefits, Salary Reviews and Structure, Organization Development and General HR Administration.

**CORE EXPERTISE & COMPETENCIES**

Human Resource & Talent Management  Succession & Strategic Planning  Organizational Development

Team Building & Leadership  Recruitment & Retention  Performance Management

Employee Relations  Compensation & Benefits Administration  Budgeting  Policy & Procedure Development

 Continuous Process Improvement

**PROFESSIONAL EXPERIENCE**

**HR CONSULTANT June 2016 - present**

**ABS-CBN International (USA, KSA, UAE, Qatar, Australia, UK & Philippines)**  
**Dubai, UAE**

As an HR Consultant, I develop & Implement specific reorganization activities & other Special Projects. I ensure project meets deliverables with respect to strategy, labor compliance, budget, and delivery timelines.

**ABS-CBN, Inc.** is the largest multimedia network headquartered in the Philippines and with offices worldwide. I report to the Head of HR and work closely with relevant Business Unit Heads, internal and external Legal Counsel, Tie-up Partners and relevant employees.

**PROJECT MANAGER April 2016 - October 2016**

**Social Terrain**  
**Bishkek, Kyrgyzstan**

As the Project Manager, I provide leadership, direction and strategy for the project on a day-to-day basis that includes close financial and procurement oversight and monitoring of all activities of a specific project. I ensure project meets expectations with respect to strategy, quality, and budget and delivery timelines. I manage and develop strategic partnerships with the organization’s key charitable and creative partners. I designed new partnership plans and strategies to promote social enterprise opportunities in Bishkek.

**Social Terrain** is a Management Consultancy that pools expertise in the evaluation of social performance, investment banking, and corporate risk management. I report to the Managing Director and work closely with a project team.

**SR. HR BUSINESS PARTNER August 2014 – November 2015**

**Palladium**  
**Business Bay, Dubai, UAE**

As the Senior HR Business Partner for Strategic Growth Business Unit (SGBU), I take the lead in providing a broad range of strategic HR services to proactively translate the Business Unit’s business needs into HR solutions that best enable the team to meet its strategic objectives. Translate regional business strategy into human resources plans for key human resources functions and direct the roll out and implementation of the HR Programs and initiatives around talent acquisition, compensation and benefits, learning & organizational development, employee relations, performance management, HR Communications, and HRIS.

**Palladium** is a Management Consultancy that pools expertise in the delivery of Positive Impact solutions in more than a dozen areas but mainly in International Development projects. Total employee headcount across all regions is 500+ permanent employees and over 3,000+ project employees. I have a matrix reporting line — I report to the Head of HR based in Brisbane, Australia and to the Head of Strategic Growth Business Unit (SGBU) who is based in Washington, DC.

**GLOBAL HR MANAGER, PMS & SPECIAL PROJECTS March 2013 - April 2014**

**ABS-CBN International**

**Redwood City, California, USA**

As the Global HR Manager, I am responsible for ensuring that all identified Performance Management, Training and Organizational Development projects and metrics are implemented in a timely and most efficient manner across all regions including Asia & the Pacific, Manila, Europe, Japan, Australia, Middle East, Canada and North America.

**Major Accomplishments:**

* Developed the Performance Management System training materials incorporating the Success Factors System in the whole process.
* Implemented the Phase 2 of the Success Factors System Launch across all regions on schedule.

**REGIONAL HR MANAGER** **July 2011 – February 2014**  
**ABS-CBN Middle East FZ LLC – The Filipino Channel**

**Dubai, United Arab Emirates**

As the Regional HR Manager, I manage the day-to-day HR and Admin Operations. I plan, direct, coordinate, and implement Human Resource Management activities of ABS-CBN Global Regional Office. I effectively manage the various HR functions such as Recruitment, Employee Relations, Compensation and Benefits, Organization Development, Training, and Labor Relations.

**Major Accomplishments:**

* Effectively and efficiently rebuilt the HR credibility and command in the organization that resulted to the following:
  + Improved Attendance statistics on Tardiness and Absences (Lost time due to tardiness and absences is 70% lower in 2011 compared to prior year and has continuously improved in 2012 and 2013).
  + A more motivated workforce that translated to improved Performance Rating scores, several promotions and achievement of stretched target (100% vs. 105%) on Gross Revenue and EBITDA year on year.
* Effectively managed the Employee Cost Budget and HR Admin GAEX with a 20% – 25% savings on cost year on year through devising a more strategic and efficient implementation of employee benefits, more systematic and efficient policies and procedures and careful negotiations with external partners such as Recruitment and Manpower agencies, Lease companies and the like without compromising quality and extent of coverage.
* Reviewed, revised and designed HR policies and procedures that resulted to significant savings on cost and a more efficient and timely administration and delivery of HR Services.
* Rebuilt the Employee files that resulted to a more organized and accurate employee information data-base.
* Effectively handled employee grievances and employee police cases with zero labor concerns.

**RECRUITMENT AND TALENT MANAGER March 2010 – June 2011**  
**Emirates Leisure Retail LLC, a Subsidiary of the Emirates Group**

**Dubai, United Arab Emirates**

As the Recruitment and Talent Manager, I ensure that the company recruit and selects the right candidate within the required time whilst managing the employee cost budget. I ensure that performance policies and procedures that include training and talent development are effectively implemented to ascertain employee satisfaction and manage the attrition rate.

**Emirates Leisure Retail LLC.** is the F&B subsidiary of the Emirates Group. I report directly to the Head of HR and I manage one HR Specialist and have a dotted line to the HR Administrators handling Visas, Facilities Management and Employee Relations. Total employee headcount is 2,000+ regular employees (Costa Coffee, Restaurants and Licensed Bars).

**Major Accomplishments:**

* Developed a Recruitment process and Assessment Centers both for Overseas and Local recruitment.
* Led recruitment trips to the Philippines, Nepal, Sri Lanka, Egypt, China, Kenya and Ukraine.
* Screens over 500 candidates per day, hire about 200 candidates per trip and deploys over 100 candidates per month.
* Developed a Recruitment and Manpower Plan that ensures that the company has the right number of staff with the right skill set and culture fit.
* Developed a reporting system and template that accurately monitors Headcount and Attrition. Developed a Succession Plan program that ensures a pool of candidates who have been trained and are ready and equipped to take on the next level role.

**HR ADVISOR** **March 2007 – February 2010**   
**Emirates Leisure Retail LLC, a Subsidiary of the Emirates Group**

**Dubai, United Arab Emirates**

As the Human Resources Advisor, I manage a broad range of HR functions including Recruitment massive overseas recruitment and local recruitment; New Joiners’ induction and orientation; Payroll Administration (900+ employees), benefits, stock option plan enrollment and administration; HRMS database co- administration, personnel file management; employee welfare and development; HR Policy execution and implementation. Provide a dedicated HR advisory service (Recruitment, Payroll and Benefits administration, Employee Relations and Performance Management) to Costa Coffee, ELR’s largest profit generating business unit with over 1,500 employees.

**HUMAN RESOURCES MANAGER August 2004 – February 2007**   
**Millennium Cars Mindanao Inc.**

**Davao City, Philippines**

As the HR Manager, I manage and oversee the HR Department in all areas namely Recruitment, Performance Management, Training and Development, Compensation and Benefits, Employee Welfare and Development and Labor Relations; Designed and authored the Employee Handbook; Led the Corporate Enhancement and Employee Advocacy Program (CEEAP); Founded the Training and Development Pro- gram; Conducts training and evaluates the results; Manages Employee Appraisals and identifies training needs. I report directly to the General Manager and I manage two HR Assistants and 1 Office Messenger. Total employee headcount is 40+ regular employees.

**Major Accomplishments:**

• Administered the company’s first HRMS system that provided a single-source, employee information database used extensively by the HR and Accounting departments.

• Rectified the payroll process by instituting the finger scanning device with Payroll Plus downloadable system that eradicated prior history of errors and slow processing time.

• Co-authored the company handbook outlining company policies and procedures, employee benefits, grievance procedures that led to developing a culture of its own.

• Initiated the Corporate Enhancement and Employee Advocacy Program that led to improved customer service performance and beyond-target sales performance.

**EDUCATIONAL BACKGROUND / TRAININGS**

Fundamentals of Organizational Development

Ateneo CORD, Ateneo de Manila University

2013

Masters of Human Resources Management (1 year)

University of the Philippines School of Management

2004 – 2005

Bachelor of Arts in Humanities and Social Sciences Major in Behavioral Studies

University of the Philippines

1998 - 2002