

BEATRIZ EDUARDA SILVA GUIMARÃES

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HR Business Partner | Change Management | Employee Experience | People Analytics

PROFESSIONAL SUMMARY

HR Business Partner and change management specialist with more than 10 years in human resources, starting in 2013 at Korn Ferry. My career was built across three complementary environments: global people strategy consulting (Korn Ferry, seven years), HR tech and employee experience (Pin People), and a consumer packaged goods multinational (General Mills). I started in consulting, in the Insights practice, running culture, climate and engagement diagnostics, research in merger and acquisition contexts, rewards projects, and training and development programs. I then moved into industry as a change management specialist and was invited to also take on the Supply Chain HR Business Partner seat, in recognition of my leadership on strategic projects.

I work end to end: from data driven diagnostics (people analytics, surveys and KPIs) to organizational solution design, to driving change alongside business leaders and presenting results to senior leadership and the board. Measurable outcomes include a relevant gain in annual efficiency, the go live of a business critical logistics system with no operational disruption and no revenue impact, and a reorganization that redeployed around 70% of a department's roles while upskilling the team.

SKILLS

Change management, organizational design, strategic workforce planning, HR business partnering, talent management, succession planning, employee experience, employee engagement and organizational culture, people analytics, HR transformation, digital transformation, stakeholder management, executive communication, training and development, project and program management (Agile, Scrum).

Tools and systems: Power BI, advanced Excel, SAP, MS Project, Asana, Pipefy, Microsoft Teams, Google Workspace, employee experience and people analytics platforms, HR management and learning systems (LMS).

KPIs I work with: engagement, employee experience, NPS and eNPS, turnover, retention, absenteeism, headcount, succession pipeline, workforce planning, change readiness and adoption, training participation, supply chain operational KPIs, financial indicators and ROI.

PROFESSIONAL EXPERIENCE

GENERAL MILLS

U.S. consumer packaged goods multinational. São Paulo, Brazil. Full time, hybrid.

HR Business Partner and Change Management Specialist (Supply Chain), Dec 2024 to present

Senior HR Analyst and Change Management, Jul 2023 to Dec 2024

Hired as a change management specialist and invited, in recognition of strategic project leadership, to also take on the Supply Chain HR Business Partner seat, working on both fronts since then.

As HR Business Partner (Supply Chain)

- Act as a strategic partner to Supply Chain leadership on organizational structure, operating model evolution, budgeting, performance, talent management and succession decisions.
- Lead organizational design and strategic workforce planning in restructuring contexts: headcount sizing, redesign of roles and responsibilities, internal moves, upskilling and definition of new specialist profiles.
- Run succession planning for the function, mapping critical talent, retention risks and the successor pipeline for key positions.
- Support managers and senior leaders through the people cycles (performance, development, succession and retention), turning HR metrics into practical decisions for the operation.
- Learned supply chain hands on as the business partner for the function: transportation and logistics, incident management, traceability, and the interfaces with commercial and customer service teams.

As Change Management Specialist

- Sit with project managers as the voice of HR, translating every system, process or structural transformation into its people impact (redeployments, hiring, reductions and new specializations) and into the corresponding change plan.
- Design and run the full change lifecycle: impact assessment, stakeholder mapping, communication strategy and plan, training plan, readiness assessment, champion network, go live support, hypercare and adoption metrics.
- Present change strategies and results to senior leadership and the board, connecting the people plan to the business case of each initiative.
- Work on global and regional projects, interfacing directly with international teams and program governance and adapting global strategies to the Brazilian context.
- Received corporate recognition for transformational Supply Chain projects and for efficiency and governance initiatives.

TMS (Lincros) implementation, transportation management system

- Led change management end to end, from impact assessment to post go live hypercare, with around 70 employees directly involved and more than 100 logistics carriers impacted.
- Ran the impact assessment by area and function, stakeholder mapping and engagement, communication strategy, training plan, readiness assessment, champion network and go live support.
- The project reorganized roughly 30% of the department structure and redefined the working model of about 30 professionals.
- Result: go live with no operational disruption and no revenue impact, improving customer experience and speeding up decision making in logistics.

Incident management center reorganization

- Acted as the HRBP responsible for the organizational redesign and the change management of the function.
- Designed the new structure using strategic workforce planning, defined the new role profiles, and led the people moves, the communication, the support to the leadership team and the tracking of organizational impacts.
- Result: around 70% of the structure impacted by organizational moves, with the team upskilled to a more senior profile and a new case management system implemented.

Aurora project (CRM)

- Acted as change lead for the initiative that transformed the incident handling process with a CRM implementation.
- Ran the impact assessment for the incident management function, the change and communication plan, team enablement, and the strategic workforce planning applied to the redesign of the area.
- Result: reduced returns and freight costs, with a relevant annual efficiency gain.

Traceability, global program

- Acted as change lead for Brazil, working directly with the global governance of the program.
- Adapted the change strategy to the local context and led the mobilization of Brazilian stakeholders, the communication and the training of the impacted teams.

PIN PEOPLE

HR tech startup specializing in employee experience and people analytics. São Paulo, Brazil.

Data Analytics and PMO, May 2022 to Jul 2023

Employee Experience Consultant, Oct 2020 to Oct 2022

Moved from the consulting seat into the data and PMO function, holding both roles between May and October 2022.

Data Analytics and PMO

- Worked in the analytics and data science team, evolving processes and solutions that made the products easier for internal and external clients to understand and use.

- Developed business rules to maintain the consistency and harmonization of the data sets.
- Proposed data visualization strategies through new features, dashboards and MVPs, addressing client needs.
- Owned the PMO: project portfolio management, benchmarking, process standardization and delivery tracking.
- Structured recurring reports and analyses for clients and internal teams.
- Supported the development and evolution of machine learning models applied to employee experience analysis.

Employee Experience Consultant

- Managed employee experience and custom projects for large Brazilian and multinational companies, owning both the client relationship and the technical delivery.
- Advised clients such as Magazine Luiza (Magalu), Claro, Gerdau (international scope), MRV, Marisa and Exame, among other large organizations.
- Built the employee journey together with each client, connecting every moment of the journey to KPIs and action plans.
- Led end to end employee experience platform implementations: initial diagnostics, platform configuration, KPI definition and action plan design.
- Analyzed and identified opportunities to improve the employee experience, turning survey data into insights and recommendations for leadership.
- Tracked NPS and eNPS across the journey and built data driven action plans, following the evolution of the indicators over time.
- Facilitated executive workshops and alignment sessions with leaders to interpret data and define climate, engagement and performance strategies.
- Led the key accounts squad, coordinating consulting, product and data professionals using Agile (Scrum).
- Followed employee experience and people analytics market trends, bringing new practices to clients and to the product.

KORN FERRY

Global people strategy and organizational consulting firm. São Paulo, Brazil. Seven years with the firm, progressing from intern to Associate Consultant, always in the Insights practice (organizational diagnostics and solution design).

Associate Consultant, Sep 2018 to Oct 2020

Project Analyst II, Oct 2015 to Aug 2018

Intern, Insights practice, Aug 2013 to Sep 2015

Associate Consultant

- Managed midsize and large projects end to end for Brazilian, regional and global companies.
- Analyzed and presented engagement, organizational climate and satisfaction survey results, highlighting strengths and challenges and connecting the findings to the company strategy and the economic context.
- Presented executive diagnostics to senior leadership and supported action planning seminars with leaders at different levels.
- Delivered culture diagnostics in merger and acquisition contexts, assessing cultural fit and distance between organizations and supporting integration.
- Ran special studies and tailored analyses for client specific questions.
- Partnered with the commercial team on client relationships, project scoping and proposals.
- Ran training and development projects derived from the diagnostics and designed leadership and culture materials as an instructional designer.
- Remained responsible for the talent activities of my previous role, holding both fronts.

Project Analyst II

- Supported clients and the internal consultant and manager teams throughout the project cycle: planning, deployment, data processing and results presentation.
- Prepared and delivered results presentations for senior leadership and HR teams.

- Ran training sessions on the survey system and facilitated focus groups.
- Tracked survey response rates, with monitoring and participation campaigns.
- In rewards, ensured the quality of the data used by Korn Ferry to build statistical and market reports.
- Supported clients in building salary structures based on compensation and benefits market analysis.
- Contributed to the executive compensation report.
- Supported the deployment of talent tools and the development of competency frameworks.
- Acted as administrator of the Korn Ferry tools system and as the global point of contact for updates, product reviews and translations.
- Prepared and analyzed reports extracted from the system and kept the databases up to date.
- Updated process, training and development manuals.

Intern, Insights practice

- Started my career in the Insights practice, supporting the consulting teams on organizational survey projects and on data collection, data processing and materials preparation routines.

EDUCATION

- MBA in Business Strategy (in progress)
- Bachelor's Degree in Business Administration, Centro Universitário da FEI (2015)

COURSES AND PROFESSIONAL DEVELOPMENT

- Project Management Program, Stanford University, San Francisco, USA (2018)
- English Language Program, Agape English Language Institute for Internationals, USA (2018)

LANGUAGES

- Portuguese: native
- English: advanced, with professional and academic experience in the United States, work as global point of contact at Korn Ferry and daily use in a multinational environment

ADDITIONAL INFORMATION

- Led multiple simultaneous project fronts without formal authority, coordinating cross functional squads, executive sponsors, champion networks, external consultants and stakeholders across functions and countries. Also directly managed a team of 3 people [company and period to confirm].
- Strong executive communication, with frequent interaction with directors, managers and senior leaders, including presenting results to the board.
- Experience on global and regional projects, with distributed teams and diverse organizational and national cultures.
- Industries served throughout my career: consumer packaged goods and food, retail, telecommunications, steel, construction, business media and publishing, plus midsize and large Brazilian and multinational organizations served in consulting.
- Open to remote or hybrid working models.