

# Brew Baritugo

People Leader | Strategic Business Partner | Talent & Culture  
Champion | Transformational Change Leader | Rockstar

brew.baritugo@outlook.com | +63917.755.7600  
www.linkedin.com/in/brewbaritugo | www.brewbaritugo.com

## About Me



I am a certified Global Professional in Human Resources (GPHR®) based in Manila, Philippines, with a track record in transforming HR functions for multinational corporations, SMEs, and startups. My expertise spans HR Transformation, Service Delivery, Learning and Development, Talent Management, and Business Partnering across global regions.

I excel in driving strategic HR initiatives, building high-performing teams, and fostering cultures of growth and innovation. Whether in large-scale or agile environments, I consistently deliver people strategies that boost performance, scalability, and organizational success.

## Summary



### Global Leadership

- Effectively managed leaders cross global locations
- VPs, AVPs, Senior Managers reporting across Asia Pacific, Japan, Netherlands, Ireland, Canada and the US
- Experienced leadership across remote and hybrid work setup



### Certified and Award Winning

- GPHR®
- Green Belt – Lean Six Sigma
- ITIL v3 Foundations®
- Certified Employee Retention Professional®
- Bronze and Silver Medal Award – Brandon Hall®
- Top Employer Institute®



### Expertise across Multiple Disciplines

- Business Partnering
- Service Delivery and Operations
- HR Transformation
- Learning and Organizational Development
- Organizational Excellence



### Data Driven and ROI Focused

- Extensive P&L Management Experience
- Risk Management
- Strong Analytical and Business Acumen

## Contact



+63.917.755.7600  
WhatsApp/Viber Ready



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## Experience

### Head of HR

Dyson Electronics Pte. Ltd.

April 2024 – August 2024

#### Summary

As the Head of HR for Dyson Philippines, I spearhead the HR strategy and service delivery to support our business objectives and enhance employee experiences. I oversee talent management, leadership development, and HR policy implementation, ensuring alignment with Dyson's global vision. My role involves leading the HR team to deliver high-quality HR services, drive a high-performance culture, and support effective talent acquisition, development, and retention. I collaborate with senior leadership to craft and execute strategies that drive organizational success and employee engagement.



#### Key Contributions

- **Lead People Transition Plan:**
  - Manage site migration for two locations to new campus in Sto. Tomas Batangas.
  - Ensure business continuity
  - Adhere to PEZA and statutory regulations
  - Maintain high employee experience
- **Improve Service Delivery:** Implement Workday case management system
- **Develop and Deploy Learning Programs:** Launch Respect@Work and The Code programs for managers to reduce ER cases

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### Head of HR Transformation and Shared Services

Coca-Cola Beverages Philippines, Inc.

June 2020 – March 2024

#### Summary

Promoted to lead HR Transformation and Shared Services for the Philippines with APAC regional support responsibilities. I directed efforts to streamline HR processes, drive efficiency, and implement strategic HR initiatives across the organization. My responsibilities included overseeing the development and execution of transformation projects, enhancing service delivery, and ensuring alignment with broader organizational goals.



#### Key Contributions

- **Streamlined HR Processes:** Redesigned HR processes to improve efficiency by 25%, cut administrative costs, and enhance service delivery. Estimated cost savings of Php 40M for FY 2022-2023
- **Successful HRIS Transformation Projects:** Directed HRIS project that increased data accuracy and reporting by 40%.
- **Enhanced Service Delivery:** Implemented service excellence framework, raising employee satisfaction scores by 70%.
- **Advanced Payroll Solution Deployment:** Launched a new payroll system for all employees in 6 months, including blue-collar groups.

## Experience

### Interim Head of HR Transformation and Shared Services

February 2021 – April 2023

### Head of HR Talent and Organization for Supply Chain

June 2020 – February 2021

#### Summary

In this role, I was responsible for developing and implementing talent management strategies specifically for the Supply Chain function. My focus was on enhancing leadership capabilities, driving organizational development initiatives, and supporting talent acquisition to meet the demands of a dynamic supply chain environment.



#### Key Contributions

- **Enhanced Leadership Capabilities:** Created leadership development program that improved effectiveness by 30% through 360-degree feedback and performance evaluations.
- **Improved Talent Acquisition:** Developed recruitment strategy that cut time-to-fill for supply chain roles by 20% and ensured a strong talent pipeline.
- **Strengthened Organizational Development:** Led change management initiative on workforce planning that increased team productivity by 15% through better collaboration and reduced inefficiencies.

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### Head of HR

DHL Global Forwarding Shared Services, Philippines

April 2019 – November 2019

#### Summary

Acted as the main People Advisor at the Manila Center, collaborating with Country and Regional leadership to align strategic and tactical initiatives with stakeholder business objectives. Provided strong leadership and direction to the team to achieve business priorities, with expertise in Employee and Labor Relations, Compensation and Benefits, Organizational Development, Talent Acquisition



#### Key Highlights

- **Addressed Backlogs:** Resolved 18 months' worth of backlogs in first 3 months, eliminating all risk and compliance issues.
- **Redesigned Talent Acquisition Process:**
  - Reduced acquisition costs by 20%
  - Cut time-to-hire for commodity roles from 45 days to 22 days
  - Improved onboarding experience by 65% (new hire survey results)
- **Redesigned HR Services Delivery Model:** Created #HRConnect portal for all HR requests, implementing a multi-tiered support model with automation valued at 2 entry-level FTE.

## Experience

### **Director, Global HR and Talent Development**

Sutherland Global Services  
November 2017 – April 2019

#### **Summary**

Responsible for aligning business objectives with human capital strategies. Re-engineers processes at regional and country level and works in partnership with global teams to build more process strength and capability related to HR.

Provides

support in the areas of recruitment, development, retention and promotion of talent across business units.

#### **Key Contributions**

- **Redesigned Global Talent Management Organization:**
  - Standardized processes and organizational structure
  - Enabled global support mechanisms
  - Achieved a 76% increase in leadership development program coverage for HiPo, Middle Management, and Senior Management.
- **Increased Internal Fill Rate and Succession Bench Strength:**
  - Raised internal fill rate for Team Manager roles from 40% to 98% in first quarter
  - Created process for 100% bench pool for Team Manager roles
  - Established 68% succession bench strength for key leadership roles

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### **SVP, Global HR and Talent Development**

Citco International Support Services, ROHQ  
January 2016 – October 2017

#### **Summary**

Primarily responsible for the development, implementation and support of HR wide programs and initiatives focused on policies and processes, systems, structures, human capital strategies, leadership, culture, values and performance management.

#### **Key Contributions**

##### **Developed and Implemented COE Structure for Global HR:**

- Used LSS and QMS methodologies for global Shared Services locations (Manila, Mumbai, Singapore, Dublin, Amsterdam, Toronto, Halifax).
- Standardized policies, processes, and procedures for efficiency.
- Enabled accurate benchmarking, performance measurement, and output measurement.
- Achieved an estimated USD 2.7M in cost savings through the elimination of redundant processes and waste.



**CITCO**

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## Experience

### **Regional Manager for Training, Asia Pacific and Japan**

Hewlett Packard Enterprise  
September 2013 - January 2016

#### **Summary**

Served as focal point and contact for Asia Pacific and Japan leadership, organizational development, customer care and operations training. Supporting 25,000 FTE in the region.

#### **Key Contributions**

- **Created and Implemented Adaptive Training Delivery Model:**
  - Separated strategic and tactical training needs for various Business Units.
  - Enabled sustainable training support regardless of headcount or location.
- **Led Mobile Learning Strategy and Cloud-based LMS Migration for HPE:**
  - Achieved over 11,000 learner hours on personal tablets/mobiles in APJ by Q3 2015.
- **Awards and Recognition:**
  - Bronze Medal from Brandon Hall for Best Learning Program Supporting Change Transformation (2014).
  - Gold Medal for Best Results of a Learning Program for Participant Centered Learning (2016).



**Hewlett Packard  
Enterprise**

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### **Regional HR Training Consultant, Asia Pacific and Japan**

Verizon Business Philippines  
June 2011 – September 2013

#### **Green Belt, Lean Six Sigma**

December 2011

#### **Summary**

Responsible for providing training support to Internal Business Partners and Vendors within the Asia Pacific Region supporting 2,000 captive FTE and 4,000 vendor FTE.

#### **Key Contributions**

- **Led Regional Lean Six Sigma Project:**
  - Reduced training content purchase costs by enhancing LMS functionality.
  - Shifted from static “Push” to dynamic “Pull” consumption method.
  - Achieved USD 1.2M in savings for Asia Pac HR.
- **Regional Vendor Partner Training Manager:**
  - Managed training processes, policies, and content for 4 outsourced vendors in Manila, Malaysia, and China.
  - Ensured standardization, accuracy, and currency of training materials.



**verizon**

## Early Career



**Training Manager**  
Wipro BPO Ltd  
December 2010 – June 2011

**Sr. Training Supervisor**  
24/7 Customer Philippines  
January 2007 - October 2010

**Assistant Manager, Training**  
HSBC Data Processing PHL  
July 2005 - January 2007

**Training Consultant**  
IBM Daksh Philippines  
November 2004 – March 2005



**Senior Training Consultant**  
Asia Partnership Philippines  
October 2003 - March 2005

**In-Team Training / CSR**  
iTouchPoint Technologies  
January 2003 - October 2003

**Customer Service Representative**  
InfoNXX  
May 2002 - January 2003

## Education



**BS Business Administration (ETEEAP)**  
Cebu Institute of Technology  
September 2022 – April 2023

**BA Communication Arts**  
University of Santo Tomas  
June 1996 - Undergraduate

**Certificate, Data Analytics and Statistical Inference**  
Duke University  
November 2014

**Global Professional in Human Resources**  
HR Certification Institute  
October 2018

## Awards and Achievements



**Bronze Medal Award**  
Best Learning Program Supporting a Change Transformation  
2014

**Gold Medal Award**  
Best Results of a Learning Program  
2016

**Top Employer Certification**  
DHL Global Forwarding - GSC  
2020-2021

## Volunteer Work

