

## **Aepril Jose Enero**

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I'm Aj with more than 20 years of professional people and operational experience in handling all facets of Human Resources, Support Team, Administration and Facilities, Digital Marketing, Information Technology, Data and Procurement Management, Finance, and Change Management in various industries such as: IT, BPO/KPO, Shared Services, Contact Center, Book Publishing, Hospitality and Tour Operations, Fintech, Consulting and Legal supporting clients and partners in the US, UK, EMEA, E&SEA, and locally in the Philippines.

## **CAREER EXPERIENCE:**

### **HR Manager | HR Head (Hybrid)**

#### **De Castro Consulting and Law**

April 2024 – present

Bonifacio Global City, Taguig City, Metro Manila, Philippines 1635

- Develop and implement HR strategies and initiatives aligned with the overall business strategy
- Bridge management and employee relations by addressing demands, grievances or other issues
- Manage the recruitment and selection process
- Support current and future business needs through the development, engagement, motivation and preservation of human capital
- Develop and monitor overall HR strategies, systems, tactics and procedures across the organization
- Nurture a positive working environment
- Oversee and manage a performance appraisal system that drives high performance
- Maintain pay plan and benefits program
- Assess training needs to apply and monitor training programs
- Report to management and provide decision support through HR metrics
- Ensure legal compliance throughout human resource management

### **HR Professional | People and Business Consultant**

Freelance Consultancy

Apr 2015 to 2024

Cebu City, Cebu, Philippines 6000

- Sets-up businesses in Cebu from international clients for remote work or new office migration and works with contractors and vendors from fit-out until full operations
- Oversees the processes of government required documents BIR, PEZA, SSS, PHIC, HDMF, Business Permit, SEC, etc.
- Creates company handbook, policies, procedures, processes and continuous improvement initiatives
- Conducts end-to-end recruitment, sourcing and branding (UK, EU, UAE, IN, SG, HK and PH)
- Oversees and implements compensation and benefits plan, payroll management, performance management, customer service operations, marketing and sales processes

- Workday, SAP SuccessFactors, Manatal, Bamboo HR, Jazz HR, HRIS, HRMS, UltiPro, MS Office Suite (Word, PPT, Excel, Visio, Teams, Outlook, OneDrive, Power BI, SharePoint), Atlassian - JIRA, Slack, PeopleSoft, Paysoft, MyPayroll, Kronos, Time Doctor, Salesforce, Canva, FreshStart, Gemini

#### **Admin and HR Executive | Consultant (Remote)**

May 2021– Jan 2022

Archax LLC, London - UK

- Administration and Procurement
- Recruitment, Talent Acquisition, Sourcing and Branding (UK, UAE, IN, SG, HK and PH)
- Technical Recruitment, Executive Search and Shared Support roles
- HR Operations Strategy, Compensation and Benefits, Total Rewards, Performance Management, Organizational and Talent Development, Employee Relations, Engagement and Philanthropy
- ATS - Manatal, Atlassian - JIRA, HRIS, HRMS, MS Office Suite (Word, Excel, PowerPoint, Outlook, Teams, Visio, OneDrive, PowerBI, SharePoint), Slack, Atlassian – JIRA, Canva

#### **Director of Human Resources | Country Site Leader**

May 2019 – Dec 2020

Holiday Factory Tour Operator LLC, Dubai - UAE

- Sets-up the business in Cebu from fit-out until full operations
- Oversee the processes of government required documents BIR, PEZA, SSS, PHIC, HDMF, Business Permit, SEC, etc.
- Implements People Strategy to meet business objectives in Travel Operations, CS, Sales and Marketing
- Deliver effective and efficient Support Services such as: Admin and Facilities, Sourcing & Branding, Recruitment and Talent Acquisition, On-boarding and Off-boarding, Compensation and Benefits, Performance Management and Succession Planning, Total Rewards, Employee Relations, OD and TD, Recognition and Engagement, Continuous Improvement initiatives
- Leads the whole country site Strategic and Budget Planning and Implementation, Cost Control, Operational Expenditure (OPEX) Management, and Project Management starting with only two (2) employees and grown it to more than 450 FTE in the Customer Care, Operations, IT, Finance, Marketing, HR, and Admin & Facilities department in less than a 1 year
- Acts as Financial Custodian and Payroll Master for Dubai, UAE and Cebu, Philippines sites
- Act as Country Site Director and reports directly to the Founder, Chairman & CEO who is based in Dubai, UAE for the overall site strategic goals and performance
- SAP SuccessFactors, HRIS HRMS, MS Office Suite (Word, PPT, Excel, Visio, Teams, Outlook, OneDrive, Power BI, SharePoint), Canva

#### **Sr. HR Business Partner**

Nov 2017 – Jun 2019

RealPage Inc.

10/F Ayala Center Cebu Tower, Cebu Business Park, Cebu City, Cebu, Philippines 6000

- Lead and grown the business to more than 5 00 FTEs (2019) handling different LOB in the Shared Services, Support and IT Technical Contact Center Services Leads and handles different HR facets: Compensation and Benefits, Performance and Rewards, Employee Relations, Training and Organization Development, Engagement and Philanthropy Teams

- Site Strategic Business Partner that initiates and conducts administrative hearing and incident report discussion with Senior and Middle Management Teams
- Manages succession planning, rewards and recognition initiatives, and retention benefits
- Champions operational efficiency and efficacy through continuously improvement strategies, reengineering methodologies using Lean Six Sigma, Cost-benefit-analysis and other cost reduction programs
- Reduced attrition by more than 40% in 2017 through different employee engagement activities, health and fitness initiatives, as well as corporate social responsibilities
- Acted as Site Sr. HR Business Partner in leading and managing the goals and activities of the HR department in the whole Cebu site
- MyPayroll, Ultipro, Kronos, HRIS, HRMS, MS Office Suite (Word, PPT, Excel, Visio, Teams, Outlook, OneDrive, Power BI, SharePoint), Canva

### **HR Business Partner**

Jun 2015 – Nov 2017

RealPage Inc.

10/F Ayala Center Cebu Tower, Cebu Business Park, Cebu City, Cebu, Philippines 6000

- Sets-up the RealPage Cebu site from day 1 and has grown the business to 200 FTE (2017)
- Processes business permits & government mandated regulations (PEZA, SEC, SSS, PHIC, HDMF, BIR, etc.) and other LGU requirements. Leads and handles different facets: Admin, Procurement Management, Talent Acquisition (Recruitment and Sourcing), CompBen, PMS, ER, TOD, Engagement and Philanthropy initiatives
- Liaise with internal and external partners, vendors and clients
- Develop and conducts different engagement activities and charitable programs
- Manages succession planning, rewards and recognition programs, and retention benefits
- Strategic Business Partner in different vertical and horizontal movement within the organization
- Champions continuous improvement initiatives through different training, CBA & cost reduction programs, operational efficiency and efficacy
- Conferred Workhorse / Excellence Award (2016) for whole RealPage Philippine operations Conferred Employee Award (2016) for the whole RealPage Philippine operations and member of the CEO circle as the "Best & Innovative Site" globally
- MyPayroll, Ultipro, Kronos, HRIS, HRMS, MS Office Suite (Word, PPT, Excel, Visio, Teams, Outlook, OneDrive, Power BI, SharePoint), Canva

### **HR Manager | Consultant**

Apr 2015 - Jun 2015

Clickable Brand

Gorordo Ave., Cebu City, Cebu, Philippines 6000

- Sets-up a tech start-up company with more than 150 FTE's Creates policies, process, procedures and programs for the whole organization
- Reviews financial cash flows, procurement management, employee relations, and employee engagement programs
- Processes business permits & government mandated regulations (PEZA, SEC, SSS, PHIC, HDMF, BIR) and other LGU requirements
- Conducts administrative hearing for erring employee and issues corrective action and improvement plan
- Develops and implement rewards, recognition and retention initiatives through proper collaboration with leaders from each group

- Leads the administration, human resources and finance departments with 5 direct employees
- JazzHR, BambooHR, Workday, MS Office Suite (Word, PPT, Excel, Visio, Teams, Outlook, OneDrive, Power BI, SharePoint), Canva, Time Doctor

### **Asst. HR Manager**

Aug 2010 - Mar 2015

Author Solutions Inc. (Penguin Random House Company)

TGU Tower, Cebu IT Park, Cebu City, Cebu, Philippines 6000

- Leads a captive Publishing & Digital Marketing Business with manpower growth of 2,500 FTE.
- HR Strategic Planning / Project Management - design and implements processes and programs and systematically assess staffing requirements, job content / role descriptions, levels of skills and competencies to perform the job and function and meet organizational goals
- Implements Continuous Improvement and High-Performance Management System to support Cebu and Global HR Vice President in the design, enforcement of new initiatives and processes in goal setting; performance contribution assessments; rewards and recognition systems; and improvement planning to support employee performance.
- Compensation and Benefits - designs, implements and manages processes to effectively and efficiently administer the compensation, benefits and other forms of rewards, recognition and retention programs of each employee and ensures market competitiveness through new initiatives for the whole organization.
- Employee Relations and Retention Management - designs and implements new processes and programs that maintains good staff-leader relations through an infrastructure that supports management commitment to leader excellence with effective communications channels, consistent with employee handbook and code of conduct following a stringent due process and engenders working relationships that are fair, impartial and transparent.
- HR Information & Management System and Documentation - designs and implements processes, policies, and programs that ensures effective and efficient administration and management of technology; Ensures that policy database and request portal are user friendly that meets the needs of all stakeholders  
(employees, management, HR personnel, and senior leadership team)
- Industry relations and compliance - designs and implements policies and programs that ensures that the global Author Solutions operations in compliance with US (SEC, Fed & State regulations, BBB, Kirkus Review Board) and PH government regulations (Labor Code, DOLE, SEC, PEZA, SSS, PHIC, HDMF, BIR, Cebu LGU, etc.) around talent management, facility management, and over-all business operations.
- HRIS, HRMS, UltiPro, MS Office Suite (Word, PPT, Excel, Visio, Teams, Outlook, OneDrive, Power BI, SharePoint), Salesforce, Canva, FreshStart, Gemini

### **HR Supervisor**

Sep 2008 - Aug 2010

Author Solutions Inc. (Penguin Random House Company)

TGU Tower, Cebu IT Park, Cebu City, Cebu, Philippines 6000

- Supervises and oversees HRIS, HRMS, Sales Force Management, FreshStart & Gemini databases aligned with production and operational targets
- Synchronizes, monitors, and maintains an efficient and effective HR Administrative System within a diversified portfolio of business operations
- Reviews Performance Management System (PMS) including regularization, promotion and termination of employment following stringent due process in relation to PHL Labor standards.

- Collaborates with leaders in order to Identify and drive employee performance improvement plan (PIP) to higher operational productivity, sales growth and the best customer service experience
- Develops and conducts in-house organizational training in all verticals Administers fact-finding initiatives of incident reports and conducts administrative hearing to erring employees
- Supervises engagement activities, corporate social responsibilities and philanthropy works Reviews timekeeping and payroll process
- Leads CompBen, Perf Mgmt., Employee Relations, Employee Engagement, T&OD, and Payroll Teams with ration of (1:8) FTEs

### **HR Generalist**

Dec 2006 - Sep 2008

Author Solutions Inc. (previously Xlibris Inc.)

TGU Tower, Cebu IT Park, Cebu City, Cebu, Philippines 6000

- Maintains data entry into the Human Resources Information System (HRIS) & Human Resources Management System (HRMS)
- Assists in timekeeping, payroll management using Paysoft Processes compensation and benefits claim
- Prepares statutory requirements and reports (SSS, PHIC, HDMF, BIR)
- Conducts admin hearing, fact-finding meeting, and other incident report investigation together with HR
- Employee Relations Manager Prepares and tracks performance reviews, merit increases, change of employment status and personnel action forms
- Oversee personnel management records and other confidential files Updates performance warning tracker and issue performance improvement plan (PIP)
- Assists in all company-initiated activities and programs

### **HR and Admin Assistant**

Nov 2005 - Dec 2006

Author Solutions Inc. (previously Xlibris Inc.)

Lagon Technopark, Mandaue City, Cebu, Philippines 6000

- Recruitment, Testing and Screening and Selection
- Creates and maintains marketing and sourcing materials (website, advertisements, job fairs, etc)
- Conducts background employment investigation / check Prepares TNA and conducts staff development plan and training Spearheads company-initiated programs, activities and engagement initiatives to help drive retention
- Assist Administrative and Facilities team
- Proposes and implements manpower plan including headcount budget approval per lines of business
- Facilitates Payroll, CompBen and Timekeeping Management

### **Industrial Engineer**

Aug 2005 - Nov 2005

Author Solutions Inc. (previously Xlibris Inc.)

Mango Square IT Plaza, Cebu City, Cebu, Philippines 6000

- Facilitates the process and work flow of the whole organization
- Maintains and regularly updates the company's organizational structure

- Creates business model, process flows and policies
- Conceptualizes the Performance Management System, rewards and recognition
- Conducts special projects on Transportation and Security Access Benefit Study, which lead to the following policies: Transportation Assistance Benefit, Transportation Reimbursement Benefit & Security Access Benefit
- Conceptualizes, prepares, and implements the HR Handbook and company policies

#### **TRAININGS, SEMINARS, CONFERENCE & RECOGNITION:**

- Hospitality, Tourism and Tour Operator Global Conference, Dubai, UAE 2019
- Senior Leadership Training (administered by Dubai Group) 2019
- Anti-Money Laundering Seminar (BSP) November 2018
- Targeted Selection Interviewing (administered by DDI) November 2018
- Learning Sessions: Job Evaluation, RA 11058 Compliance & Wage Order RO VII - 21 (DOLE, PQPM) September 2018
- Lead to Exceed for Leaders (administered by DDI) May 2018
- Project Management Essentials (RealPage, PMI Office) March 2018
- Singapore HR Summit: Building Leaders and Opportunities 2017
- RealWorld Conference IT-RealEstate-BPO, Las Vegas Nevada, USA 2016
- RealPage 2015 Employee of the Year Award and Workhorse Excellence Awardee May 2016
- Self-Excellence Program (RP Cebu) 2016
- Managing Work Attitudes & Values for Better Performance 2013
- Empowering Leadership & Management for Change 2013
- Competency Based HR Leadership 2013 Strategic Role of HR in the Organization 2013
- Updates in Labor Law and Jurisprudence 2013 Installing
- Performance Management Systems (TAV Systems) 2012
- Basic Occupational Safety and Health Certified (DOLE-OSHC) November 2011
- Yellow Belt Lean Six Sigma Training (National University of Singapore) April 2010

#### **EDUCATION | SHORT COURSES CERTIFICATE:**

- Basic Occupational Safety and Health Certified (DOLE-OSHC) November 2011
- National University of Singapore – Lean Six Sigma Certification 2010
- University of San Carlos - Bachelor of Science in Industrial Engineering 2005

#### **TECH SKILLS & SYSTEMS APPLICATION:**

- Workday, SAP SuccessFactors, Manatal, Bamboo HR, Jazz HR, HRIS, HRMS, UltiPro, MS Office Suite (Word, PPT, Excel, Visio, Teams, Outlook, OneDrive, Power BI, SharePoint), Atlassian - JIRA, Slack, PeopleSoft, Paysoft, MyPayroll, Kronos, Time Doctor, Salesforce, Canva, FreshStart, Gemini, Sprout, Spiceworks