



# AMPARO DÍAZ-LLAIRO

CEO / University Professor / Keynote Speaker / Author of Management books



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## Brief Bio:

CEO at Global Human Capital Group (GHCG), an international HR Consulting firm that provides strategic solutions targeted at human capital of the organisations worldwide. Associate Professor at Master in Work, Organizational, and Personnel Psychology (WOP-P). Director Postgraduate Human Capital 2.0. Professor Master Human Resources Management.

Author of the Management books "El talento está en la red" LID (2011), "Talent 3.0," LID (2016) and co-author of "Los mitos de Silvia" (2013) and "Aquí hay trabajo" LID (2016).

Her professional career has been recognized in the book "Personalities of Spain" (2012), that includes Spanish Ranking Top50 business leaders and her HR career has been recognized in the Spanish Ranking at Top10 HR Business Experts (2011).

Over 24 years work experience as HR Head Director and Talent Management in Financial Institutions such as: Citigroup start-up of the Headquarters of Southern Europe managing 16 countries with 1.500 employees of 50 different nationalities and IT companies as a Member of the Executive Committee in Unit4 and Human Resources Director for Spain, Portugal and Africa.

BA in Labor Studies and Diploma in Business Studies from the University of Barcelona and the London Metropolitan University. Postgraduate Diploma in Human Capital Management and Compensation and Benefits at the University Ramon Llull.

International HR and Management Keynote Speaker: expert in talent management, compensation and benefits, employer branding, HR strategies and policies and Corporate Social Responsibility (CSR), among others. Has taught more than 500 courses, seminars and conferences in Europe, USA, Latin America and the UAE. Collaborator in the TV Program "Entrepreneur" at the Spanish Public TVE at the International Channel 24h.

## Areas of expertise:

- |                                |                                    |   |
|--------------------------------|------------------------------------|---|
| • Strategies & Policies        | • Communication Management         | • Multi Culture & Diversity             |
| • Reward Management            | • Change Management                | • HR Systems implementation             |
| • Executive Compensation       | • Budget Preparation & Management  | • Coaching & Feedback                   |
| • Compensation & Benefits      | • Conflict Resolution Management   | • Succession planning                   |
| • Regulatory Compliance        | • Performance Appraisal Management | • Corporate Social Responsibility (CSR) |
| • Talent / Staff Management    | • Research & Reporting             | • HR and Big Data                       |
| • Training plans & Development | • Recruiting 2.0 & Staffing        | • Mergers & Acquisitions                |

## Professional Accomplishments:

- Achieve as CEO of Global Human Capital Group the ranking of one of 30 best consulting companies in Spain (Fenac Ranking 2015).
- Successfully designed and implemented HR policies for the Citigroup "start up" Headquarters South Europe for 16 countries. Multicultural environment with 1.500 employees of 50 different nationalities.
- Effectively conducted migration projects as a senior HR business partner in EMEA (UK, Italy, Belgium, and Sweden). During migration projects managed training plans, budget and manpower, hiring, SME's, new recruitment, specifying job descriptions with compensation and benefits and compliance.
- Perform more than 5.000 job interviews individually and in groups Assessment Center.
- Painstakingly scripted training manual called "Manager's Guide" for the new promoted managers at Citigroup in Spain which thoroughly explained all HR processes, corporate policies, counsel managers and supervisors employment related policies, procedures, rules, laws and regulations as well as advised appropriate practices/law for supervisors.
- Prepared special agreements with around a list of 100 companies such as restaurants, fitness centres, cinemas, hotels, rent a car, health insurance etc. to provide special discounts for the employees (from 10% to 70%) and no cost for company to reduce payroll costs and motivate the working team.

### *Area of Compensation & Benefits:*

- Designed company salaries for 1500 workers, prepared and followed incentive schemes using scorecards for sales, maintained salary budgets, conducted salary surveys related to annual participation and study of compensation, social benefits for employees: car, life insurance, health insurance, stock options.
- Create and develop global policies and regionals in terms of Compensation and benefits and support strategic business plans.

### *Area of Talent Recruitment:*

- Development of a strategic plan of Recruitment 2.0.
- Perform job interviews individually and in groups "Assessment Center" and coordinate with external consultants.

### *Area of Management and Development Talent:*

- Perform the Talent Inventory Review (TIR).
- Implement a "Inquiry employee engagement" throughout the organization as part of talent retention strategies.
- Conduct a comprehensive human capital consulting: on leadership development, management performance evaluation, change management, succession planning, organizational design, salary planning, talent acquisition, etc.

### *HR Planning & Recruiting:*

- Manage training and development policies to improve the knowledge, skills and ensure organizational development of employees. Creation of the annual training plan.
- Working with the Department of Training to teach the sessions welcome the company.

## Career Snapshots:

- 2011 - act CEO at Global Human Capital Group (Ranking Top30 consulting firms in Spain), Spain
- 2015 - act. Associate Professor in Social Psychology. Máster Erasmus Mundus on Work, Organizational and Personnel Psychology (WOPP) Universitat of Barcelona (The highest-ranked Spanish university)
- 2011 - act. Postgraduate Director Innovative Management 2.0. and Human Resources (IL3, University of Barcelona)  
Carrying out the project of viability study. Analysis of other study programs. Design of the full Postgraduate program  
Collaboration in the recruitment of the professors for this project
- 2011 - act. Professor Master in Management Techniques Human Resources and Labor Relations. (IL3, University of Barcelona)
- 2009 – 2011 HR Director Spain, Portugal, Africa at UNIT4 (Headquarters 2.000 employees) Barcelona, Spain
- 2004 - 2005 Professor BA Business Studies “Human Resources Management”. (University of Barcelona)
- 1999 – 2008 Head Compensation & Benefits / Senior HR Business Partner Citigroup (Headquarters Southern Europe 14 Countries, 1.500 employees, 50 Nationalities), Barcelona, Spain
- 1999 – 1999 Treasury and Capital Markets Analyst at Bank of Architect Barcelona, Spain
- 1996 – 1999 Director of the Language School Acces Language, Barcelona, Spain
- 1995 – 1996 Private and Corporate Banking Consultant at Banco De La Exportación, Barcelona, Spain

## Training Projects with Multinational Companies:

- 2000 - act Training projects for more than 500 companies in Europe, USA, Latin America, Asia. See more than 100 recommendations of clients.



## International Highlight Conferences:

- 2016 “Employer Branding and Talent 2.0.” ORT University Montevideo (Uruguay)
- 2016 “The Human Capital Summit Africa: The Future Of Work” Lagos (Nigeria)
- 2015 “Employer Branding and Talent 2.0.” ORT University Montevideo (Uruguay)
- 2013 “XIV Global Human Capital Summit Talent 2.0” ARHITAC. Hotel Camino Real 5\* Tijuana (South California)
- 2012 “International Expo E-Learning Summit” Hotel Sheraton 5\* Bogota (Colombia)
- 2012 “Recruitment and Management Talent 2.0.” Hotel NH 5\* Santiago de Chile (Chile)
- 2012 “Recruitment and Management Talent 2.0.” Hotel Meliá 5\* Lima (Peru)
- 2011 “Woman in Business: Talent Management 2.0” World Trade Center Barcelona (Spain)
- 2011 - 2015 “International HR Directors Summit: Recruitment 2.0.” Tower Torre Mayor. Mexico DF (Mexico). Keynote Speaker in all editions (15 Summits)
- 2010 “Compensation and Benefits summit: How to compensate employees with no monetary benefits”. Hotel Hyatt 5\*. Dubai (UAE)
- 2010 “USA HR Directors Summit Employer branding 2.0.” The Bankers Club. Miami (USA)
- 2010 “EMEA HR Directors Summit Employer branding to retain key talent during economic uncertainty “. Hotel Plaza 5\* Prague (Europe)
- 2010 “How to manage time to be more effective”. Bank March (Andorra)
- 2010 “How to Manage Diversity” EADA Business School. Barcelona (Spain)
- 2010 “How to Recruit Talent through Web 2.0” EAE Business School Barcelona (Spain)
- 2010 “She Leader 2.0 Summit: Talent Management and Woman” World Trade Center Barcelona (Spain)
- 2009 “Employer Branding”. Generalitat de Catalunya (Catalonia Government). Barcelona (Spain)
- 2009 “Talent Management Europe Forum: Using employer brand management to attract and retain talent”. Barcelona (Spain)
- 2009 “Talent Management in a Big Company”. Foment del Treball. Barcelona (España)
- 2009 “HR Management in European Financial Institutions” China Citic Bank (is China’s seventh-largest lender in terms of total assets)
- 2005 “How to Create a Healthy Company from HR”. Chamber of Commerce Barcelona. Spanish Government. Barcelona (España)

## Educational Details:

- 2003 – 2006 BA in Labour Relations at University of Barcelona, Spain
- 2002 – 2003 MA in HR Management at Ramon Llull University, Barcelona, Spain
- 1994 – 1999 BA in Business Studies & International Finance at University of Barcelona, Spain / London Metropolitan University

## Professional Courses & Certification:

- 2006 Superior Course in Labour Relations at Sagardoy Lawyers /AEDIPE, Barcelona, Spain
- 2003 Diploma in Compensation and Benefits at Ramon Llull University, Barcelona, Spain
- 2003 Diploma in International Marketing and Foreign Trade at Grup de Serveis, Barcelona, Spain
- 1994 – 1995 Certificate of Professional Freight Forwarder at Granted by Generalitat de Catalunya, Barcelona, Spain

## Languages Skills: English, Spanish and Catalan

## Voluntaree Experience:

- 2003 - 2008 Professor at Junior Achievement Foundation to inspire and prepares young people to succeed.

## Awards:

- 2015 As CEO of Global Human Capital Group was obtained the award as one of the top 30 companies (Consulting Services) in Spain.

## Books:

- 2016 “Talent 3.0” Editorial LID
- 2016 “Aquí hay empleo” Editorial Pirámide
- 2013 “Los Mitos de Silvia” Editorial LID
- 2011 “El Talento está en la Red” 4ª Edition, Editorial LID

