






MHARVIN M. CRUZ

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CAREER HIGHLIGHTS

Strategic HR leader with 20 years of experience across the Philippines and Asia Pacific, enabling talent, organizational capability, and HR operations through transformation and strong partnership

Proven expertise in HR management, total rewards, and business partnering, with a track record of measurable results, award-winning programs, and high-performing teams

SKILLS AND EXPERTISE

- HR Strategy Design and Execution
- Total Rewards and Compensation
- Talent Management, Employee Relations, and Org Capability
- HR Operations and Compliance
- Digitalization and HR Technology
- Stakeholder Engagement and Change Management
- Leadership and Team Development

CERTIFICATIONS

- Certified HR Professional Program, IFPM (2026)
- Professional Certificate on Total Rewards Strategy, IFPM (2025)
- Certified Compensation & Benefits Professional, IHRI (2022)
- Certificate Course in Organizational Development, Ateneo CORD (2010)
- Certificate Course in Strategic HR Business Partnering, Ateneo CORD (2010)

PROFESSIONAL EXPERIENCE

January 2024 – January 2026

Henkel Asia Pacific Service Center | Makati City, Philippines

Operations Manager, HR South East Asia

- Achieved 2,400+ hours savings annually by driving HR process simplification across SEA, Australia & New Zealand
- Built and sustained a high-performing HR team with 88% satisfaction score, delivering consistent service quality through coaching and collaboration
- Delivered global digitalization initiatives by rolling out eFile in South Asia, harmonizing payroll/timekeeping in Singapore & Philippines, and laying the foundation for Workday in SEA/ANZ
- Streamlined exit management as Asia Pacific representative in the global Network of Experts, reducing checklist items to 23 and clarifying stakeholder roles
- Recognized 30 process enhancements initiatives by launching the CI Champions Awards program in South Asia
- Ensured 100% compliance with local regulations by partnering with HR and business leaders on transformation programs

August 2017 – August 2023

Fresenius Medical Care Philippines, Inc | Muntinlupa City, Philippines

Associate Director / Head of Human Resources

- Reduced nursing attrition from 80% to 50% by developing a comprehensive attraction and retention strategy, enhancing hiring turnaround, redefining roles and clinic operations, improving compensation, and boosting engagement
- Ensured 100% compliance with labor and health standards by creating an HR compliance strategy, expediting audit resolution, and building internal safety expertise through training and education
- Achieved 100% talent transfer and transition by leading country-wide communication and change management initiatives on FME transformation through townhalls, team discussions, and one-on-one conversations
- Strengthened succession planning by reviewing CLT direct reports, identifying critical roles and key talents, assessing strengths and development needs, and implementing targeted talent interventions
- Enabled claims payment for 20+ clinics by streamlining COVID allowance processes with DOH and LGUs, accelerating disbursement for healthcare workers

C&B and HR Operations Manager / HR Business Partner

- Achieved 90% user acceptance and >95% data accuracy and timeliness by leading Workday implementation; recognized as Asia best practice and integrated timekeeping/payroll into a unified platform — first in Asia, second globally in FME
- Improved engagement scores by 5pp through leading a cross functional team that launched #FLExCoLang (2020–2022); honored as Program of the Year (2020) and nominated for AP CEO Awards on People and Values
- Strengthened organizational culture by launching Corporate Values and VALOR Awards in PH, revising Employee Handbook, and enhancing vehicle/car allowance and health/insurance policies
- Enhanced cost forecasting and governance by managing annual/quarterly personnel budgeting and establishing local C&B governance aligned with Global Disciplinary Action Guideline; led annual merit and incentive planning cycle achieving 100% cost and process efficiency
- Maintained >75% engagement scores in Medical and Technical Services functions by partnering on performance/discipline management and engagement action planning

September 2015 – August 2017

Sanofi Aventis Philippines, Inc. | BGC Taguig City, Philippines

Compensation and Benefits Manager

- Delivered 100% accuracy and adoption rate as subject matter expert for Workday Absence and Compensation modules, driving end-user acceptance
- Improved benefits value while maintaining costs by harmonizing and enhancing rewards programs, including shift to car allowance policy
- Achieved 99% employee transfer and pay equity by leading cost analysis, equalization, benefits campaign, and onboarding during Boehringer business swap
- Strengthened leadership capability and employee ownership by rolling out the global grading framework, training leaders, and managing annual employee stock purchase plans
- Ensured 100% compliance and time savings by leading payroll simplification and digitalizing government payments, and secured payroll continuity and fair rewards by representing HR in CBA negotiations and leading rewards discussions

July 2013 – September 2015

Zoetis Philippines, Inc | BGC Taguig City, Philippines | Bangkok, Thailand

Human Resources Lead SEA Markets

- Established HR as an independent function post-spin off/TSA in 5 markets by setting up payroll and other HR fundamental services
- Achieved 100% data accuracy and user acceptance by launching Workday in SEA
- Enhanced rewards programs aligned with business goals through successful completion of CBA negotiations, retirement plans, and cooperative membership in the Philippines
- Simplified processes and strengthened talent pipeline by leading campus engagement, recruitment, and coaching managers on performance, culture, and consolidation of Swine-Poultry into Livestock business unit

July 2012 – June 2013

ADEN Services Worldwide Headquarter | Shanghai, China

Compensation and Benefits Supervisor

- Established standard HR reporting dashboards on headcount, attrition, and workforce metrics, enabling consistent insights and decision-making
- Enhanced onboarding framework by defining key activities and roles before, during, and after Day One, improving employee integration and experience
- Completed salary structure review and costing to strengthen compensation design and alignment
- Supported expatriate compensation, payroll, and benefits administration ensuring accuracy and compliance

September 2007 – June 2012

Kraft Foods Philippines, Inc | Paranaque, Philippines

HR Business Partner / Assistant Manager Employee Relations & Special Projects

- Achieved 110% sales in the away-from-home channel by supporting Enterprise Business Unit growth and execution
- Strengthened HR partnership and organizational capability by launching Sales and TD Capability Plans with distributors, and transitioning Category Teams into business-focused organizations
- Aligned employee conduct with global standards by leading communication of Kraft Foods PH enhanced Standards of Behavior, consistent with global Compliance and Code of Conduct
- Ensured smooth merger integration by conducting rewards analysis, communication, and onboarding of Cadbury employees
- Strengthened talent pipeline and organizational development by partnering with Marketing, Sales, and Consumer Insights on succession planning, career mapping, skills assessment, engagement activities, and talent management initiatives

Compensation, Benefits and HR Services Associate

- Improved engagement and rewards understanding by developing and conducting Oplan Tambuli education campaign in the Philippines and Thailand, strengthening awareness of corporate rewards philosophy
- Enhanced rewards policies and employee services by reviewing and upgrading health insurance, holidays basket, overtime, loans, relocation, allowances, tools of trade vehicles, incentive programs, and facilities such as canteen and fitness centers

August 2006 – September 2007 | March 2003 – November 2005

Mercer HR Consulting | Makati City, Philippines

Consulting Analyst

- Delivered comprehensive market insights by leading total remuneration surveys across established and emerging industries, leveraging strong business relationships, customer service, and project management
- Strengthened compensation frameworks by participating in consulting projects on position evaluation, salary structure design, and competitive/cost analysis

February 2006 – August 2006

Astec International Ltd. ROHQ | Pasig City, Philippines

HR Consultant, Training

- Enhanced employee experience and process efficiency by improving onboarding program, enrollment procedures, attendance tracking, and reporting
- Optimized resource utilization through improved supplies inventory management

EDUCATION

- MA Industrial Psychology (academic units) Rizal Technological University (2010)
- BS Industrial Psychology Rizal Technological University (2003)