



NAZARET BARRIGA BRAVO

Tel. + 34 607 746 294 / nazaretbarriga@hotmail.com

Areas of expertise:

- Internal and external communication
- Change management
- Project management
- Employee engagement
- Stakeholder engagement
- Employer brand

Experienced professional in 3 industries (consultancy, banking and technology) and at 3 leading corporations, both in global and local positions. Full exposure to multinational, complex workplaces.

PROFESSIONAL EXPERIENCE

November 2017 GRAYLING (Public Affairs and Communication Consultancy)

Head of the Internal Communication Practice

- I advise our customers on building transformational employee communication strategies.

June 2013 – October 2017 AMADEUS IT GROUP (+14.000 employees / +150 countries)

Culture and Employee Engagement Manager

HR, Communication and Brand Department

- Led company's global employee engagement program to help the business improve team performance, and to provide HR with employee insight for key talent decision making:
 - Facilitated the transformation program of our people management culture (+1,200 managers).
 - Generated insights for senior leadership on people performance.
 - Provided findings to HR leadership for (re)defining talent policies (performance appraisal, people management, promotion, development, alternative career paths).
 - Defined and implemented intervention / remedy action plans for underperforming business areas.
 - Led an implementation network of 19 local teams and business areas.
 - Quarterly reported to EXCOM on 2 corporate KPIs.

To these purposes, I established an employee survey roadmap (Gallup supported) + activation plan. Results:

- Amadeus, a Top quartile best practice in the [Gallup](#) database in terms of scores improvement.
- 76% of real adoption of the new engagement framework among Amadeus teams.
- Supported corporate culture change workstream by defining and monitoring existing and desirable agility, customer centricity and collaboration behaviors among staff.
- Project-managed the internal communication for the annual disclosure of business strategy to all employees.
- Led the definition of the company's new global employer brand (field research, brand positioning, creation of guidelines and communication deliverables, launch, stakeholders adoption and KPIs activation monitoring).

Sept. 2011 – June 2013 ACCENTURE (+9,000 employees / 9 countries in the Spain, Portugal, Israel and Africa Hub)

Internal and External Communication Consultant

Marketing and Communication Team

- Led the implementation of the annual internal communication plan for FY 2012 and 2013, for both business and HR. Monthly monitoring and yearly audit. Awarded with [Premio Expansión y Empleo 2011](#).
- Supported media relations and external stakeholder management. Led Accenture Innovation Award initiative.

Jan. 2007 - April 2011 BANCO SANTANDER (165,000 employees / +10 markets)

HR Communication Manager (2007 – 2009) / HR Communication Director (2009 – 2011)

Group HR Department

- Led internal and external HR communication (developed function from scratch).
- As member of the HR Corporate Board, coordinated the harmonization, communication and internal stakeholders buy-in for the new set of HR corporate policies. Defined and fed corporate dashboard.
- Built internal and external integral reputation plan for the HR function and its leadership team (awards, external rankings, speaking opportunities, messaging framework, opinion leaders management).
- Defined and implemented Santander global employer brand and project managed its internal execution for talent retention purposes ([Premio 2008 Expansión y Empleo a la Innovación en RRHH](#)).
- As member of the Santander + Fortis + Royal Bank of Scotland consortium, led the communication during due diligence and post-acquisition phases for the integration of the ABN Amro worldwide operations.
- Supported sponsorship activation among employees and retail customers (Ferrari).

Sept. 2000 – Dec 2006 **CITIGATE SANCHIS** (Public Relations and Communications consultancy)

Account Director

Assesed corporations to use communication strategically to achieve their business goals. Helped:

- A leading Japanese automobile manufacturer recover control of its Spanish operations back from franchisee.
- A leading beauty European corporation to build its contingency plan for its largest manufacturing plant in Europe, and media train its corporate speak persons.
- A Scandinavian mobile operator reach a highly beneficial operation framework from regulators and the incumbent player.
- A leading global equipment manufacturer relocate its production site away from Spain.
- An American pet's nutrition corporation launch its new premium product range.
- A Japanese pharmaceutical lab raise awareness about new drug and handle patient advocacy.
- A digital trade association manage its issue agenda.

January 1997 – Sept. 2000 **LENCI CONSULTING** (Lobby and Institutional Relationships)

Account Manager

Created position papers, talking points and Q&A documents, stakeholder maps, risk assessment and regulatory monitoring for key blue chip corporations in regulated environments.

EDUCATION

- Linguistics Degree - Universidad Complutense Madrid / Amsterdam University.
- Master on Human Resources - Centro Garrigues.
- Design Thinking – BLC
- Change management - The Viral Change Institute
- Project Management - International Institute for Learning.
- Certified Gallup Strengthsfinder Coach for team management.
- Social selling and Extreme Blogging.

OTHER INFORMATION

- English: full professional competency (Cambridge University Certificate)