

# ROBERTO VARELA

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## HUMAN RESOURCES SYSTEMS LEADER / ENTREPRENEUR

HR systems leader and merchant services entrepreneur with a proven history of leading technology change, managing implementations and service organizations. Highly motivated change agent recognized for strong leadership, negotiation skills and strategic thinking. Key advisor for establishing direction and operational excellence for enterprise-wide technology initiatives. Expertise in deploying and managing all core Human Resources Information Services and Systems. Bi-lingual (Spanish)

### Expertise Highlights

- Sales & Technology Planning
- Program/Project Management
- Vendor & Merchant Relationship Mgmt.
- Data/Business/Systems Analysis
- Productivity Enhancements
- Software/Systems Implementations/Conversions
- HR Metrics and Reporting
- Cornerstone, PeopleSoft, ADP, Ceridian, Infinium, Integral, Tesseract, MSA, Authoria, MeritNet, Taleo, Jive
- HR & Merchant Operations Management

### Professional Experience

**Project Varela New York, NY** 2013-Present

#### Principal / VP Business Development

Merchant Loan Services Company that provides immediate working capital for businesses. Project Varela is able to fund the full spectrum of merchant cash advance deals (cash advances, lines of credit and accounts receivable lending). We excel at providing small business owners with a readily available source of alternative financing. As a funding source, we enable company owners to access working capital they need for equipment, inventory, hire staff, buy inventory or get a boost in cash flow to help cover bills and other expenses.

**Univision Communications Inc. New York, NY** 2011-2015

#### Director Human Resources Information Systems (HRIS)

Planned and directed all aspects of the organizations HRIS. Developed and executed long-term strategy, which ensured that operations and HR management had the critical HR information to manage the business effectively, to drive down transaction costs and to ensure quality of work.

- Partnered with IT on rollout of strategic roadmap that involves expansion of Cornerstone to include, performance, recruiting and learning and new system for Benefits Administration (Aon Hewitt). Ran selection process for an HR Systems replacement leading process to Workday and Oracle Fusion.
- Championed and chaired steering committee consisting of key cross-functional stakeholders for an HR optimization assessment project.
- Spearheaded strategic work to meet five key measures: enhance HR processes, reduce HR costs, build a self-service model and enhance access to data and reporting across the organization.
- Implemented enterprise-wide performance and talent acquisition systems (Cornerstone On-Demand), an organization chart (Saba), led ADP outsourcing project and served as HR's Jive administrator (intranet).

**North Shore LIJ Health System Lake Success, NY** 2010-2011

#### Human Resources Information Technology Project Manager

Managed projects designed to increase the capability of HR and line managers from inception to implementation. Primary focus of projects was process harmonization across the business, a HR Re-engineering effort, as well as the implementation of various HR initiatives.

- Collaborated with Sr. HR advisors and practice leads to establish consistent HR practices and processes.
- Reviewed team structure and developed recommendations for improvements to process, policy, or procedure on a recent Taleo implementation.
- Managed strategic initiatives to develop and implement cost-effective systems and solutions to meet HR strategic, operational and organizational needs.

**Avon Products Inc. New York, NY**

2008-2009

**Human Resources Service Delivery Project Manager**

Enhanced the planning, project management and successful operations of the group's compensation processes, data and applications. Worked with primary vendor (IBM) to implement solutions and integrated services with subcontractors for 42,000 employees in more than 100 countries.

- Successfully led multiple teams representing different functions, from the U.S., Asia, Europe and Latin America while managing business processes for data review/audit, a deferred compensation system upgrade and annual merit/bonus projects.
- Led the development of systems-related project plans for all IT applications used in support of the worldwide compensation process using Mercer's ePrism, MeritNet & PeopleSoft.
- Spearheaded data management efforts conducting information review/audits, integration of information into HR processes/systems and compensation management systems.

**Affiliated Computer Services, Inc. (formerly, Mellon HR&IS) Secaucus, NJ 2004-2007****Program Director**

Support leader in the company's HRO (Human Resources Outsourcing) Services Group for a 60,000 employee organization. Provided consultative support to management, project teams, internal and external clients concerning human resources systems strategy and project plans.

- Team member supporting the development of the PMO capability providing knowledge, best practices, review and feedback on the HRO Transformation methodology and supporting toolkit.
- Served as project manager implementing the Authoria Compensation Advisor system and facilitating PeopleSoft system migrations, a 3M-dollar initiative affecting 7,000 employees nationally. Worked across business functions (IT, Finance, HR & Legal) to facilitate project requirements.
- Managed program level tactical analysis allowing for reviewing, tracking and leveraging of resources, timeliness, critical paths, etc. over multiple concurrent projects supporting client.

**Cushman & Wakefield, Inc. New York, NY**

1995-2003

**Director Human Resources Information Systems (HRIS)**

Directed, supervised and conducted full life-cycle support including operations and enhancements of the HRIS (PeopleSoft & Infinium) and subsystems for both the company and The Rockefeller Group (parent company).

- Facilitated discussions with senior management to launch a strategic plan to transform HR business operations to a client driven consultative role by implementing enabling technologies and process improvements. Managed task force of senior managers for company-wide re-engineering of HR processes.
- Successfully implemented PeopleSoft in two phases. Implemented HRMS in 6 months (budget of 1M) and Benefits Administration in 8 months (budget of 1.2M) affecting 9,000 employees nationally.

**Additional Experience****Smith Barney, Inc. New York, NY**

V.P., Manager HR Systems

**Salomon Brothers, Inc., New York, NY**

HR Technical Services Manager

**BASF Corporation, Inc., Parsippany, NJ**

HRIS Analyst

**Fritzsche Dodge & Olcott (a unit of BASF), New York, NY**

HRIS Administrator

**Education**

Bernard M. Baruch College of the City University

New York, NY

B.B.A., Computer Information Systems