

**BONNIE BRYAN L. SY**

705 AIC Gold Tower, F. Ortigas Avenue, Pasig City

0918-9468055

[bbsy20@yahoo.com](mailto:bbsy20@yahoo.com)

**SUMMARY**

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An HR leader with more than 15 years of experience in managing different facets of Human Resources with notable performance in improving the work culture aimed at driving a more collaborative and performance driven organization, establishing engagement and talent development framework to support people aspirations and organizational requirements.

**PROFFESIONAL EXPERIENCE**

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**Megawide Construction Corporation****Vice President and Head of Human Resources****(January 2021 – Present)**

*Directly manages and oversees 45 HR members in all areas of human resources and support services (IT, Communication, and Office Administration). The focus of the role is to develop strategies, tools, systems, and processes to ensure excellent delivery of corporate and operational HR services covering 2,500 employees.*

- Implemented Talent Management Process that allows the leadership team to directly review, develop, and enhance the management pipeline and align talents to the new growth strategy.
- Partner with the CEO in establishing the Learning and Development programs which includes building the organization's Leadership and Technical Curriculum.
- Serve as a key advisor to the CEO on all human resources-related matters.

**Jollibee Foods Corporation****First AVP and Head of Human Resources, Mang Inasal Philippines, Inc.****(April 2018 – December 2020)**

*Provides overall direction and guidance to 50 HR members in all areas of human resources. The main focus of the role is to direct and support the transformation of the organization to deliver its goals in a franchised business environment.*

- Identified leadership interventions and change management programs that led to an increase in the Gallup Employee Engagement Survey rating from 58th percentile in 2017 to 69th percentile in 2019.
- Developed and rolled out the 'Tatak Mang Inasal Culture' that fosters teamwork and developing a strong leadership pipeline.
- Institutionalized the branded customer service to support the growth of the organization through 'Serbisyon Solb'. This program strengthened frontliner's knowledge on service standards and deliver a consistent service to customers.

**First AVP and Head of Human Resources, Red Ribbon Bakeshop, Inc.**  
**(April 2013 – March 2018)**

*Leads a team responsible for the delivery of human resources services to approximately 2,000 employees which include the unionized commissaries and store operations, and other support functions across the country.*

- Designed and implemented a branded corporate culture, “We Make Every Moment Sweeter”. This led to the increase in customer commendations, decrease in service-related complaints, and a high employee engagement score of 83%.
- Developed different learning and talent management programs that contributed to stronger management pipeline which continues to support the organization’s 4<sup>th</sup> year double digit growth. The programs have increased the ratio of internal promotion from 40% to 80%.
- Successfully closed a 5-year Collective Bargaining Agreement in 2016 with the TUPAZ group without business interruption or labor issue.

Previously held position:

Second AVP and Head of Human Resources (April 2013 to May 2014)

**Director and Head of Global Rewards Management, JFC Corporate HR**  
**(April 2010 – March 2013)**

*Led the corporate compensation and rewards team for Jollibee Foods Corporation, which includes Philippine and foreign business units with an approximate total of 13,000 employees.*

- Managed the Global Executive Compensation and Benefits Program including the redesign and administration of the Long-Term Incentive program
- Designed and implemented the co-sharing medical plan and consolidation of multiple HMOs, providing better network and healthcare coverage to employees.

Previously held position:

Senior Manager for Global Rewards (April 2010 to February 2011)

**Watson Wyatt Philippines, Inc.**

**Human Capital Group Specialist (March 2007 to March 2010)**

- Managed the implementation of the Total Reward Survey, the Watson Wyatt annual compensation and benefit study for the Philippines across all industries.
- Developed salary structures and performs annual reviews for clients.

Previously held positions:

Data Services Team Leader (June 2004 to February 2007)

Pension Administration Analyst (June 2000 to May 2004)

EDUCATIONAL BACKGROUND

**De La Salle University**  
Taft, Manila

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**Bachelor of Science**  
**Management of Financial Institution**  
Graduated 2000