

Nomination: 9069

Avon Viray Morales

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Zenutna Holdings Corporation
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Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Avon Viray Morales
Category C01 - C20 Individual > C14 - Human Resources Tech Innovator of the Year
Individual Submission Format Written Answers
<p>a. Briefly describe the nominated individual: history and past performance (up to 200 words). Required</p> <p>Magna Cum Laude, Avon Morales is the SVP/Chief People Officer of Zenutna Holdings Corporation(ZHC).</p> <p>ZHC is composed of 5 companies: Total Information Management(TIM), Strategic Synergy Inc.(SSI), Automated Technologies Inc.(ATI), TIM Engineering,and Zenutna Development & Realty Corporation(ZDRC).</p> <p>Avon's leadership earned her international-local awards,2023–2024:</p> <ul style="list-style-type: none">•Top 10 Inspiring Voices Redefining Leadership in the Philippines (New in Asia)•HR Executive of the Year-Bronze (Stevie Awards for Great Employers,Istanbul)•HR Executive of the Year-Bronze (International Business Awards,New York)•Social Change Maker of the Year-Bronze (Stevie Awards for Women in Business,New York)•Top 100 Filipinos to Follow on LinkedIn for Inspiration and Learning•Top Career Development Voice-Gold (LinkedIn Community)•Topmost HR Leader in Asia (World HRD Congress)•Topmost HR Leader of the Philippines (World HRD Congress) <p>Under Avon's leadership, ZHC received these 2023-2024 awards:</p> <ul style="list-style-type: none">•Great Place to Work 2023–2024 (Great Place to Work Institute)•Best Workplaces Asia Award 2024 (Great Place to Work Institute)•Excellence in Work-Life Harmony (HR Excellence Awards)•Wellness Company of the Year (Asia CEO Awards)•Governance Organization of the Year (Asia CEO Awards) <p>Avon's fast-track promotions from AVP to VP (skipping SAVP) in 2023,and to SVP in 2024 reflect ZHC's recognition of her contributions.</p>

b. Outline the nominee's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

BACKGROUND:

ZHC made its boldest move in the Philippine digital space by transferring ownership of TIM's 3 datacenters to Equinix(global giant). ZHC's strategy was to pivot from a traditional infrastructure ownership model to a global platform-based model, ensuring ZHC would not be trapped in an increasingly commoditized, capital-heavy datacenter race.

AVON'S INNOVATIONS:

ZHC transformation posed people risks: anxiety about employment continuity, skill relevance, and fears of organizational detachment. Avon responded with BREAKTHROUGH INNOVATIONS.

Avon implemented the proprietary ZHC GRAND CHANGE AND COMMUNICATION BLUEPRINT, a tech-driven transformation playbook that aligned ZHC–TIM–Equinix leadership and enabled global workforce transition at scale. Key innovations included:

- Launched the AI-Powered Centralized Communication Hub to automate cross-border updates, scripts, and FAQs, ensuring real-time, consistent messaging.
- Integrated the platform with Virtual 1:1 Check-Ins and Digital Town Halls to enable employee engagement.
- Deployed a Predictive Role-Risk Engine to identify at-risk roles and match them to redeployment paths.
- Conducted Virtual Enablement to train the Cross-Functional Transformation Champions.
- Used internal tech tools to run Daily Feedback Loops & Peer Engagement Triggers.
- Orchestrated Virtual Joint Leadership Forums to drive cross-company, cross-border alignment.
- Enabled Real-Time Synchronized Dashboards to track progress and execution.
- Rolled out a Hybrid (Digital/Face-to-Face) Employee Assurance Program with personalized support.
- Promoted Global Talent Mobility via targeted digital mentoring platforms.
- Activated a Virtual Feedback and Pulse Surveys for real-time issue capture & response.
- Linked Survey Data to Automated Escalation Protocols.
- Unified HR-PMO-leadership metrics through a centralized performance tracking system.
- Ran weekly virtual HR-executive huddles for agile decision-making.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). Required

What Makes Avon Morales' Achievements and Innovations Unique and Truly Game-Changing?

Avon Morales' achievements are unique, game-changing because she-

- Integrated HR with enterprise tech at scale—Avon moved beyond traditional HR by embedding AI-powered tools, real-time platforms, and data-driven governance into the core of ZHC's transformation, delivering measurable workforce and business outcomes.
- Redefined HR's role in digital disruption—She operationalized her proprietary transformation playbook, infusing AI-based communication, predictive workforce planning, and real-time employee engagement into ZHC's largest digital pivot, turning risk into strategic workforce advantage.
- Made people strategy the engine of business reinvention—Avon positioned HR not as a support arm, but as the primary driver of enterprise change and agility.
- Orchestrated cross-border, multi-tiered change—She activated a global network of stakeholders, leadership teams, and employees through an AI-powered communication blueprint, cementing HR's role as the architect of transformation—not just an implementer.

Her impact:

- 98% employee retention rate
- 91% trust score
- 95% employee engagement
- 0% client service disruption post-transition
- 25% rise in external talent interest
- 5 prestigious culture awards for ZHC

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

SUPPORTING DOCUMENTS:

Supporting Avon Morales' Human Resources Tech Innovator of the Year nomination, the attachments validate her exceptional impact and results.

- URL of her LinkedIn Profile, to get to know her more.
- Verified media links highlighting Avon's published achievements
- Photos of Avon's initiatives co-leading ZHC's disruptive transformation in PH's digital space
- Published articles on ZHC's digital transformation
- Photo evidence of Avon's international and local awards (2023–2024), including:
 1. TOP 10 INSPIRING VOICES WHO REDEFINED LEADERSHIP IN THE PHILIPPINES (by New in Asia)
 2. HUMAN RESOURCES EXECUTIVE OF THE YEAR- BRONZE (by Stevie Awards for Great Employers, in New York)
 3. HUMAN RESOURCES EXECUTIVE OF THE YEAR- BRONZE (by International Business Awards-The Stevie® Awards, in Istanbul)
 4. SOCIAL CHANGE MAKER OF THE YEAR- BRONZE (by Stevie Awards for Women in Business, in New York)
 5. TOP 100 FILIPINOS TO FOLLOW ON LINKEDIN FOR INSPIRATION AND LEARNING (by LinkedIn Community)
 6. TOP CAREER DEVELOPMENT VOICE- GOLD (by LinkedIn Community)
 7. TOP MOST HR LEADER IN ASIA 2023 (by World HRD Congress and CHRO Asia)
 8. TOP MOST HER LEADER OF THE PHILIPPINES 2023 (by World HRD Congress and Advantage Club Technologies)
- Photos of ZHC's 2023–2024 Awards, earned through Avon's culture transformation initiatives.
 1. Great Place to Work 2023-2024 (by Great Place to Work Institute)
 2. Wellness Company of the Year (by Asia CEO Awards)
 3. Excellence in Work-Life Harmony (by HR Excellence Awards)
 4. Governance Organization of the Year (by Asia CEO Awards)
 5. Best Workplaces Asia Award 2024 (by Great Place to Work Institute)

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