

Nomination: 9074

Avon Viray Morales

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Zenutna Holdings Corporation
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<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Avon Viray Morales
<b>Category</b> C01 - C20 Individual > C09 - Culture Transformation Leader of the Year
<b>Individual Submission Format</b> Written Answers
<b>a. Briefly describe the nominated individual: history and past performance (up to 200 words). Required</b> Magna Cum Laude, Avon Morales is the SVP/Chief People Officer of Zenutna Holdings Corporation(ZHC).  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).  Avon's leadership earned her international-local awards,2023–2024:  •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)  Under Avon's leadership, ZHC received these 2023-2024 awards:  •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)  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.

**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**

From 2023 to 2024, amid lingering post-pandemic uncertainty, ZHC executed its most disruptive move in the Philippine digital space—transferring ownership of TIM's 3 datacenters to Equinix(a global giant)—as part of a strategic pivot from traditional infrastructure ownership to a global platform-based model. This shift intensified employee anxiety. Avon stepped in with bold, people-first leadership that transformed fear into trust.

She launched the ZHC EMPLOYEE HUB, offering mental health webinars, virtual team-building sessions, and virtual wellness activities. Her "ZOOMustahan with Ms. A" became a trusted space for open dialogue and reassurance. Avon introduced tangible support: LIVING-AWAY-FROM-HOME ALLOWANCES, FAMILY GROCERY INCENTIVES (Worth Php2,000/month), EARLY SALARY RELEASES, and AUTOMATED HR SYSTEMS that elevated both welfare and productivity.

When fears of a "sell-off" arose, Avon deployed her proprietary ZHC GRAND CHANGE & COMMUNICATION BLUEPRINT—a data-driven transformation strategy that ensured transparency, alignment, and care at every level:

- AI-Powered Communication Hub for unified messaging and FAQs
- 1:1 Check-ins & Digital Townhalls for real-time connection
- Predictive Risk Mapping for early role impact detection
- Change Champions Network to build internal capability
- Cross-Border Leadership Forums for aligned execution
- Employee Assurance Program with career guides, redeployment maps, & global mobility access
- Pulse Surveys & Action Protocols to capture sentiment and act fast
- Integrated HR Dashboards for accountability

Avon's initiatives protected well-being and enabled reinvention. Her compassion and structure fostered a culture of resilience and optimism.

Beyond the workplace, her long-standing philanthropic work—supporting three underserved communities—deepens employee pride and reflects ZHC's values. Her leadership makes people feel seen, heard, and secure—even in uncertainty.

**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**

Avon's ACHIEVEMENTS were UNIQUE because she-

1. Positioned PEOPLE STRATEGY as the CORE ENABLER OF BUSINESS REINVENTION.
2. Launched a MULTI-TIERED CHANGE STRATEGY and CROSS-BORDER COMMUNICATION PLAN, mobilizing stakeholders, employees and leadership teams beyond ZHC and the Philippines. This reinforced HR's role as a transformation architect, not just a responder.
3. Went BEYOND OPERATIONAL CHANGES, driving a DEEP CULTURAL TRANSFORMATION toward agility, transparency, global collaboration, and employee empowerment:
  - 3.a. Shift in Mindset and Behavior: Addressing employee fears of being "sold off" and transforming that anxiety into engagement reflects a deliberate shift in organizational mindset and emotional climate. Programs like the Employee Assurance Program, Change Champions Network, and Feedback Platforms are directly focused on changing how employees think, feel, and behave in the workplace.
  - 3.b. New Ways of Working: The ZHC Grand Change & Communication Blueprint introduced new habits: AI-powered comms, regular pulse checks, stakeholder risk mapping, leadership alignment, & agile feedback loops. These embed collaboration, transparency, & agility into the culture.
  - 3.c. Leadership Behavior & Role Modeling: Initiatives like Joint Leadership Forums & weekly HR-executive huddles model a new leadership culture based on cross-border collaboration & accountability.
  - 3.d. Employee-Centered Focus: Programs focused on career mobility, personalized support, & feedback response build a culture of trust, responsiveness, & care—hallmarks of a transformed organizational culture.
  - 3.e. Governance and Rituals: Embedding governance mechanisms (like weekly huddles & project tracking) instills discipline & rhythm in how transformation is sustained—another key to cultural change.

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

SUPPORTING DOCUMENTS:

- 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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