

Nomination: 9113

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**

L01 - L05 Thought Leadership > L05 - HR Thought Leader of the Year

**Thought Leadership Submission Format**

Written Answers

**a. Briefly describe the nominated organization or individual: its history and past performance (up to 200 words). Required**

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 organization's or individual's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required**

In 2023-2024, Avon delivered strategic HR thought leadership through high-impact platforms that shaped conversations across the HR community in the Philippines.

In October 2023, she served as the panel moderator & host at the Philippine HR Group's HR Summit 2023, which was one of the largest gatherings of HR leaders & professionals. Avon's role allowed her to lead critical discussions on emerging people strategies—reinforcing her position as a respected voice in shaping the future of HR.

In July 2023, she was invited by Strategic Synergy Inc. to interview an IBM leader and contribute expert insights on GenAI, automation, & cybersecurity, bridging HR & technology.

She returned as the host of the Philippine HR Group's 2024 Summit, where she curated key takeaways from all speaker sessions—further solidifying her influence among HR leaders.

Avon champions 'Information Power to Empower' as a weekend TV host on Brands Asia Channel. Through her segment- 'The A-Listers', she amplifies bold career moves & growth journeys—leveraging media to influence mindsets, bridge HR with real-world leadership, & inspire professionals to lead with intention & impact.

Avon's influence also grew digitally. She was recognized as the 'Top Career Development Voice-Gold Badge' by the LinkedIn Top Voice Community in October 2024, as her multiple expert responses to career-related challenges were ranked as top-rated.

In December 2024, she was named one of the 'Top 100 Filipinos to Follow on LinkedIn for Inspiration and Learning', and shortly after, one of the 'Top 10 Inspiring Voices Redefining Leadership in the Philippines' by New In Asia—placing her alongside leading CEOs.

**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 organization's or individual's past performance (up to 250 words). Required**

Avon's achievements are unique in both breadth and strategic depth. While many focus solely on HR domains, Avon bridges the gap between HR & emerging technologies—such as GenAI, automation, & cybersecurity—demonstrating rare cross-functional influence. Her dialogue with an IBM executive showcased her ability to engage in high-level, tech-driven discussions that, while beyond HR boundaries, have a direct impact on shaping the HR function.

Unlike others who participate in summits as speakers, Avon played dual roles: In the 2023 Philippine HR Summit, as host & panel moderator guiding discussions on people strategy; then in 2024 as host, curating content & synthesizing insights from multiple speakers. This elevated her contribution beyond delivery—she shaped the event narrative & thought flow, influencing the collective learning of HR leaders.

Her digital impact is also uniquely measurable. The 'Top Career Development Voice-Gold' recognition was based on public ratings of her expert answers to real career challenges—providing peer-validated proof of her influence in a digital space saturated with competing voices. Being named one of the 'Top 100 Filipinos to Follow' & one of the 'Top 10 Inspiring Voices Redefining Leadership'—alongside CEOs—proves her influence extends beyond HR, into broader leadership discourse.

Avon extends her 'Information Power to Empower' advocacy as a TV host on BrandsAsia Channel—leveraging media to shape conversations on leadership, career growth, & the evolving role of HR.

What makes Avon's achievements unique is her ability to lead across platforms (in-person, digital, broadcast), topics (HR, tech, career development), & audiences (professionals, executives, tech leaders)—a multidimensional influence not commonly seen in standard HR thought leadership.

**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**

These supporting documents substantiate Avon's nomination for HR Thought Leader of the Year by providing verified evidence of her strategic impact and influence:

•LinkedIn Profile URL – Offers a comprehensive view of Avon's professional background and thought leadership.

•Media Features – Verified links highlighting her published achievements and recognitions.

•Photos and Proof of Engagements – Documentation of Avon's thought leadership activities across digital and in-person HR platforms.

•Awards and Recognitions (2023–2024)– Photo evidence of Avon's individual achievements:

1. Top 10 Inspiring Voices Who Redefined Leadership in the Philippines– New in Asia

2. Human Resources Executive of the Year– Stevie Awards for Great Employers (Bronze), New York

3. Human Resources Executive of the Year– International Business Awards (Bronze), Istanbul

4. Social Change Maker of the Year– Stevie Awards for Women in Business (Bronze), New York

5. Top 100 Filipinos to Follow on LinkedIn– LinkedIn Community

6. Top Career Development Voice (Gold)– LinkedIn Top Voice Community

7. Top Most HR Leader in Asia– World HRD Congress and CHRO Asia

8. Top Most HR Leader of the Philippines– World HRD Congress and Advantage Club Technologies

ZHC Organizational Awards (2023–2024)– Earned through Avon's strategic thought leadership and influence across HR, technology, and leadership directly elevated ZHC's employer brand:

1. Great Place to Work– Great Place to Work Institute

2. Wellness Company of the Year– Asia CEO Awards

3. Excellence in Work-Life Harmony– HR Excellence Awards

4. Governance Organization of the Year– Asia CEO Awards

5. Best Workplaces in Asia 2024– Great Place to Work Institute

**Webpage Link**

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Would you like to add an additional supporting document?

Yes

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[REDACTED]

**Would you like to add an additional supporting document?**

No

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