

Company: Talent 4process

Company Description: Talent 4process is a business consulting firm focused on Change Management. Founded in 2017 by our VP of Human Resources, Claudia Cárdenas, the company has 38 employees across three offices in Chile, México, and Perú, and serves national and international clients such as Pearson and Edenred in Change Management processes.

Nomination Category: Individual Awards Categories

Nomination Sub Category: Female Entrepreneur or Executive of the Year in Mexico, Central & South America

Nomination Title: Claudia Cardenas, Vice President Talent Management



HOW TO ENTER >

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

I'm submitting written answers to the questions for this category

3. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 200 words used.

1. **Business Level:** Founded, grew, and expanded her company Talent4Process from Peru to Chile and Mexico, building a portfolio of projects with multinational clients such as Pearson, Edenred, American Express, CISCO, Betterfly, among others, as well as government entities in Chile and Panama. The company has delivered services to businesses in Argentina, Chile, Mexico, Colombia, and the United States.
2. **Creative Level:** Designed the Leadership & Change Management Program for corporate and government executives, successfully training over 4,000 people (2023–2025) in leadership and productivity topics, and creating the concept of Leaders for Change.
3. **Social Impact Level:** Awarded an Honorary Doctorate in Mexico for her work supporting human resources departments in numerous companies, the careers of executives and managers, and productivity models across Latin America.
4. **Media and Reach:** Reached about 200,000 subscribers to the Talent & Employment newsletter.
5. **LinkedIn Influence:** Grew her LinkedIn following to over 570,000 followers, with 58 million annual views.
6. **Recognition in HR:** Named #1 HR Leader in North America (Mexico) by GoPlatform – Skills of Tomorrow ranking (May 2025).
7. **Top Female Creator:** Named #1 Top Female Creator on LinkedIn (September 2024), #1 HR Industry Leader on LinkedIn (Mexico), and #2 Most Influential Spanish-speaking Woman Worldwide. (2024)

4. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 200 words used.

Claudia Cárdenas is a distinguished professional in the field of economics and productivity. She has excelled as a VP & Regional Director of Human Resources, specializing in Business Strategies and Processes, as well as in executive headhunting. Her passion lies in helping companies, corporate executives, and Latin American government leaders reach their full potential by building high-performance teams.

Through Business Process Management (BPM), she designs management and talent solutions aligned with each client's business objectives and productivity goals. She has worked across diverse industries such as IT, BPO, logistics, security, manufacturing, retail, banking, and food service.

Claudia provides strategic advisory services to corporate boards and leads organizational culture and leadership development projects aimed at boosting team performance and productivity. She shares her knowledge through TEDx and DisruptHR talks and serves as a keynote speaker at both public forums and private corporate events.

She holds a Master's degree in Organizational Behavior and Human Resources, is a certified Happiness Coach (University of California, Berkeley), has a diploma in Business Processes (Chile), a certification in Employability Competencies (Chile), and a specialized diploma in Public Administration and Management (Peru). She received an Honorary (DrHC) for her contribution to people and human resources in Mexico and Latin America

5. 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):

Total 243 words used.

1-LINKEDIN TOPVOICE (+570K followers & 58 millions visits/year)

<https://www.linkedin.com/in/claudiacardenasmendiola/>

2-TeDx Talk (August 2023) https://www.youtube.com/watch?v=_htRYIDm-JE

3-NEWSLETTER Talento & Empleo (+199,000 subscribers) <https://bit.ly/45Q4P7E>

4-Claudia Cardenas's PODCAST <https://open.spotify.com/show/7dMYCEQJgA5uuEZZhOyMhe>

5-Doctor Honoris Causa (December 2024-Mexico) <http://bit.ly/3ZZFgNH>

6-#1TOP HR Leader in North America(MEXICO) RANKING GOPLATFORM-Skills of Tomorrow(May 2025) <https://bit.ly/4ClbFM>

7-#1 TOP FEMALE CREATOR LINKEDIN FAVIKON (Sept 2024) <https://bit.ly/4klnED7>

8-Keynote Speaker Westin Hotels Intursa (June 2025-PERU) <https://bit.ly/4lbb3E3>

9-III CIDH CONGRESSO III -International Circle of Hotel Managers(May 2025 MEXICO) III Congreso <https://bit.ly/44cc4Wp>; and <https://cidh-global.com/iii-congreso-internacional-cidh/>

10-Keynote Speaker ChangeManagement (April 2025- Ariz,USA) <https://bit.ly/4npXTnY>

11-TV Interview ESTRELLA TV (March 2025, Arizona,USA)- <https://bit.ly/46godUVn>

12-Keynote Speaker ChangeManagement -EDENRED (Feb2025-MEXICO) <https://bit.ly/40rGmBV>

13-Keynote Speaker AWARDS OF HAPPYNESS "Employer Brand & Profitability"(Noviembre 2024-MEXICO) <https://bit.ly/40rGmBV>

14Directors Leadership Program & HR Trends Training GOBIERNO DE CHILE <https://bit.ly/3TOIKQD> (noviembre 2024) <https://n9.cl/s5nud> (julio 2025)

15Keynote Speaker CONGRESO LATINOAMERICANO DE RECURSOS HUMANOS "Feedback" (July 2024- ECUADOR) <https://bit.ly/40vjGkl>

16DIPLOMACY & LEADERSHIP SUMMIT- Latin America's Business Roundtable Leader (July-2024, Alaska-USA) <https://bit.ly/3ZVwaBM>

17Speaker DisruptHR MÉXICO "The Value of former employees"(June 2024-MEXICO) <https://bit.ly/3GmOX26>

18KeynoteSpeaker COMPUTRABAJO "Employees Engagement" (Febrero 2024-MEXICO) <https://bit.ly/44cdtMw>

19Speaker DisruptHR MONTERREY "Employer Brand does not exist"(October 2023-MEXICO) <https://bit.ly/3l5TOFw>

20 MEXICO EN SUS MANOS.INTERNATIONAL AWARD Golden Serie 2025 Fraternidad Nacional de Organizaciones Unidas por México <https://n9.cl/qn5uc7>

6. 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):

Total 226 words used.

The rapid growth, positioning, and revenue success of Talent4Process in the Latin American business landscape is a true achievement. This growth was accomplished without external funding—entirely through project profits, savings, and an efficient management model. The business methodology and corporate culture applied at Talent4Process have not only led to its own success but also that of its clients, by structuring leadership and redefining productivity standards. All of this has taken place over the last three years at Talent4Process.

• As a thought leader in business and productivity, her success on the LinkedIn platform has led her, since July, to be invited to speak at conferences in eight countries (Chile, Peru, Ecuador, Mexico, Panama, Colombia, Spain, and the United States), in addition to television across those regions. From her profile www.linkedin.com/in/claudiacardenasmendiola, her professional influence is evident: her follower count has grown explosively from 120K in July 2023, to 210K in July 2024, and 570K by July 2025.

• On a social level, she actively supports social causes focused on employment and improving job opportunities for vulnerable groups. For her contributions to employability across Latin America, she was awarded an Honorary Doctorate in December 2024, and in 2025 received the prestigious "Mexico en tus Manos – Golden Series Award," which honors excellence and positive impact by individuals contributing to Mexico's development.

Attachments/Videos/Links:

[Claudia Cardenas, Vice President Talent Management](#)



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