

Lucas Salerno

PEOPLE & CULTURE LEADER | HR STRATEGY & OPERATIONS

Madrid, Spain 28033 | Lucas.m.salerno9@gmail.com | +34 680 81 67 88

Professional Summary

International HR leader with 10+ years of experience building and managing complete Human Resources functions across healthcare, technology, construction, and industrial businesses. Trusted partner to CEOs and executive teams, combining strategic workforce planning, organizational design, and business transformation with hands-on ownership of payroll, benefits, talent acquisition, employee relations, compliance, and HR technology.

Led HR operations supporting up to 700 employees across seven subsidiaries and a 13-location organization undergoing significant growth. Delivered Workday implementations, HRIS consolidation, operational automation, and approximately 40% savings on an annual health insurance renewal. Known for bringing structure to complex environments, developing teams, and turning business challenges into practical solutions.

Core Competencies

HR Leadership & Business Strategy: HR Department Leadership | Executive Business Partnership | Organizational Design | Workforce Planning | Budget Management & Vendor Negotiations

HR Operations & Compliance: Full Employee Lifecycle | Employee & Labor Relations | Employment Compliance | Payroll, Compensation & Benefits | Salary Benchmarking | Multi-Location HR

Talent Management & Organizational Development: Talent Acquisition | Performance Management & Talent Mapping | Training & Leadership Development | Employee Engagement | Culture Transformation | Change Management

HR Technology & Business Transformation: Workday Implementation Leadership | HRIS/ATS Integration | Process Automation | People Analytics & Reporting | EOS & OKRs

Professional Experience

EVOKE BEHAVIORAL HEALTH | Colorado, USA

HR Manager | HR & Operations Leadership | Apr 2025 – Aug 2026

Sole HR leader and strategic partner to the CEO, overseeing the full HR function across two locations, including payroll, benefits, recruiting, employee relations, compliance, and workforce strategy.

- **Organizational Transformation:** Redesigned organizational structure and leadership accountability during 125% workforce growth (100 to 225 employees), transitioning operations from owner-led to executive-led management.
- **HRIS & Automation:** Led Workday implementation, data migration, testing, training, and go-live, automating recruitment, timekeeping, benefits, and HR reporting.
- **Talent & Culture:** Directed culture transformation through talent mapping, performance reviews, employee feedback, and redesigned policies, job descriptions, and engagement programs.
- **Business Expansion:** Built scalable HR infrastructure for new business units and domestic and international expansion initiatives, including workforce planning, compliance, payroll, and onboarding.

NOBO INC. | Colorado, USA

Director of Human Resources & Operations | May 2023 – Apr 2025

Led the full HR function and cross-functional operations across 13 locations, partnering with executive and regional leadership while supporting workforce growth from 300 to 500 employees.

- **HRIS Transformation:** Consolidated three HR systems into one, centralizing payroll, recruitment, employee data, and reporting while eliminating redundant processes and improving financial visibility.
- **Executive Strategy:** Led the company's EOS framework, translating executive priorities into departmental goals, budgets, accountability structures, and coordinated execution.
- **Compensation & Benefits:** Reduced annual health insurance renewal costs by approximately 40% through broker renegotiation and transition to a level-funded model.
- **Operational Leadership:** Oversaw regulatory licensing, vendors, IT and legal coordination, and cross-functional initiatives; introduced automated workflows and rewards-based training.

ONWARD | Remote, USA
HR & Operations Strategist | Jan 2022 – May 2023

Joined as employee #9 and sole HR professional, building the HR infrastructure and partnering with the CEO to support growth to 52 employees.

- **HR Department Development:** Established HR policies, compensation benchmarks, benefits, 401(k), performance management, employee relations, and professional development programs.
- **HRIS & Automation:** Implemented Gusto and streamlined ATS, recruiting, onboarding, payroll, and benefits workflows into standardized, scalable processes.
- **Payroll & Compliance:** Built multistate payroll and compliance infrastructure, including tax registrations, withholding, unemployment insurance, workers' compensation, and legal coordination.
- **Talent & Growth Strategy:** Designed structured interviewing and employee development processes aligned with executive priorities and business growth.

NOBO INC. | Colorado, USA
HR Manager & Payroll Supervisor | Aug 2021 – Jan 2022

- **HR & Payroll Supervision:** Oversaw HR administration and payroll operations, reviewing employee records, onboarding, benefits coordination, and manager support.
- **Operational Audit:** Audited HR workflows, payroll controls, and documentation to identify opportunities for greater accuracy, compliance, and consistency.

CEJIDSA GROUP | Panama
HR & Operations Manager (Jan 2018 – Aug 2021) | HR Manager (Jan 2016 – Jan 2018)

Led HR and cross-functional operations across seven subsidiaries, approximately 700 employees, eight offices, and an average of 22 concurrent construction projects in industrial and construction sectors.

- **HR Leadership & Labor Relations:** Directed a four-person HR team, overseeing payroll, workforce planning, compliance, and labor relations, including coordination with SUNTRACS.
- **Talent Acquisition:** Managed technical, administrative, construction, and executive recruitment, supporting approximately 150 annual hires and averaging 25 days from posting to start date.
- **Financial & Operational Management:** Oversaw HR budgets, payroll approvals, purchasing, and international suppliers across Europe, Asia, and the Americas.
- **Business Operations & Strategy:** Partnered with the CEO and board on organizational priorities across subsidiaries, workshops, industrial facilities, and construction projects.

Education

M.A., International Business | Munich Business School, Germany
M.A., Project Management | EAE Business School, Barcelona, Spain
B.A., International Business | University of Tampa, Florida, USA

Professional Training

Entrepreneurial Operating System (EOS), 2024 | SAP ERP Basics (training)

HR Technology & Analytics

HRIS & Payroll: Workday (implementation leadership), SAP, Gusto, Rippling, Deel, Vensure
Analytics & Recruiting: Advanced Excel, Power BI, HR Dashboards, ATS Platforms, Workforce Reporting
Digital Transformation: HRIS Migration, Workflow Automation, Data Governance, AI-Assisted Recruiting, System Testing

Languages

English & Spanish: Native | German & Italian: Conversational