

# George Zamora

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## SUMMARY

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Strategic HR Leader | 10+ Years | Bilingual (English/Spanish).

Proven ability to lead talent acquisition, cultivate positive employee relations, and ensure legal compliance.  
Expertise in building recruitment strategies, onboarding, and managing the employee lifecycle.

## CORE COMPETENCIES

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|--------------------------|--------------------------|-----------------------|
| ● Talent Acquisition     | ● Stakeholder Management | ● Legal Compliance    |
| ● Workforce Planning     | ● Employee Engagement    | ● Process Improvement |
| ● Total Rewards          | ● Talent Management      | ● Succession Planning |
| ● Performance Management | ● HR Data Analytics      | ● HR Strategy         |
| ● Organizational Design  | ● Labor Relations        | ● Change Management   |

## PROFESSIONAL EXPERIENCE

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### City Furniture

**Tamarac, FL**

#### Senior Director of People

Sept 2021 – Present

- Leads the People / HR team that represents 3100 employees across the globe in +35 locations
- Achieved 18% higher HR efficiency through strategic process improvement by utilizing a diverse team of 12 HRBP professionals in the US & LATAM spanning corporate, retail, operations & distribution logistics centers to drive effective talent planning.
- Successfully championed organizational design projects & restructures in Corporate departments while supporting 22% YOY growth topline growth.
- Exceeded DE&I goals through strategic talent journey maps for key leadership roles from 6% in 2021 to 19.7% in 2023 company-wide.
- Revolutionized internal candidate profiles to attract talent and retain existing top technical talent- increasing retention by 27% in 2022 vs a goal of 20%.
- Designed and implemented HR demand planning system to service business demand, forecast future demand while achieving productivity & headcount goals in the HR Department.
- Preserved eNPS amidst rapid 18% year-over-year organizational growth while achieving an HROPEX of \$18M.

#### Director of People

Dec 2019 – Sept 2021

- Catapulted HR cross functional satisfaction score from 76% to 92 through streamlining of talent acquisition, learning & development under same umbrella- reducing information redundancies
- Delivered HR strategies in alignment with organizational goals, nurturing a diverse and high-performance work environment.
- Implemented EVP strategy to attract and retain hourly workers in operations – this led to an increased readiness score from 77% -93% staffed in 2021  
Executed 2 M&A integrations leveraging HR data analytics to remove role redundancies and support DE&I practices
- Engineered the leadership success model, instrumental in cultivating a pipeline of operations leaders and increasing the “Ready Now” leader count from 9 to 28.
- Leveraged HR due diligence to safely acquire two manufacturers in three years.
- Implemented organizational cross-training plans and matrices, achieving significant year-over-year increases in organizational readiness from 15% to 39.7% in year 1 and further to 60% in year 2.

#### Senior Human Resource Manager

Feb 2018 – Dec 2019

- Transformed a 15+ shared services HR function from tactical task-oriented group into internally focused team that worked cross functionally to reduce turnover by 17% in 2019.

- Supported 3,100+ employees in the South East US in the areas of succession planning, employee relations, performance management and employee engagement.
- Conducted a retrospective review of the talent review process, soliciting feedback from COEs, HRIS and HRBPs/CPOs to create succession planning and achieve “ready-now” candidates targets
- Realized cost saving of over \$1.2M while increasing quality of hire and reducing time to fill with a team of Talent Acquisition professionals.
- Harmonized benefits in 3 countries, with small staff. Acted as HR Director Interim for the South East Region. Reorganized Sales Force, with new route-to-market, incentives and rewards.

Human Resource Manager - Safety

Jul 2017 – Feb 2018

- Established a culture of safety by ensuring compliance, conducting thorough training, and investigating incidents promptly and effectively.
- Advocated for employee well-being through risk mitigation, coaching, and return-to-work support.
- Directed comprehensive safety programs across multiple facilities, achieving consistent compliance and reducing risks.
- Introduced management systems to reduce total workers’ compensation spend from US\$1.8M to US\$1.1M on incurred costs, including legal expenses.
- Applied expertise in transitional duty to successfully reduce indemnity liability from US\$620k to US\$322k.
- Designed chemical compliance programs to minimize exposure to aerosol chemicals and reduce OPEX by US\$300K/year.

**United Hospitas**

**Boston, MA / Miami, FL**

Human Resources Consultant

Jul 2011 – May 2017

- Provided expert knowledge to senior management on all aspects of the employee lifecycle, spanning recruitment, onboarding, performance management, and termination.
- Managed employee relations within union environments.
- Crafted and administered compensation and benefits programs across multiple states, covering 10000 employees.
- Supported startups in achieving HR compliance and positioning them for rapid expansion.
- Created human learning and development systems for 11 start-ups to support growth.
- Partnered with four organizations to conduct HR due diligence prior to acquisition.
- Developed leadership success models to facilitate 11 organizations in building bench strength for expansion.

**EDUCATION**

**Boston Baptist College**

**Boston, MA**

BS in Business Administration

2004 – 2008

**OTHER**

**Technical Skills:** UKG, Google Workspace, Microsoft 365, SharePoint

**Certifications:** SHRM-SCP ,ARM (May 2019),

**Awards:** 40 Under 40 Young Executives Florida Chamber of Commerce (2021)

**Languages:** English (Fluent), Spanish (Native), French (B1 Level)