

MIRELE DE ARAÚJO SANTOS

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📍 São Paulo/SP

EDUCATION (certified)

Appana Certification in Transformational Leadership, Mentorship, and Ontological Coaching
Appana – Graduation on March 2025

Post-Grad in Applied Neuroscience: Productivity and Human Performance
PUC/PR - Graduation on Dec 2025

Post-Grad in Conciliation and Conflict Mediation
Centro de Mediadores – Instituto de Ensino
Graduation on Dec 2024

Post-Grad in Diversity, Equity & Inclusion
UNISE - 2024

MBA in Human Resources
FIA/USP 2021 - 2023

Laywer - Bachelor's Degree Law
Universidade de Rio Verde/GO - 1997

The DNA of High-Performance Leadership
Master of Business (2024)

Nonviolent Communication
Mediation Center – Institute of Education, EAD (2022)

Design Thinking in Facilitation
Echos - Design Thinking School (2022)

Human Resources Business Partner
Extension Course – PUC/SP (2021)

Introduction to Coaching Techniques
Extension Course - PUC/SP (2016)

Training and Development of People in Organizations
Extension Course - PUC/SP (2016)

LANGUAGES

Native Portuguese
Fluent English
Communicates in Spanish

SOFT SKILLS

Effective Communication *
Public Speaker *
Respectful & Inclusive Communication Specialist *
Excellent Interpersonal Skills *
Active Listener with a High EQ *
Relationship Management *
Strong Influencing Skills *
Solution Orientation *
Adaptability and Continuous Learning *
Change Management *
Attention to Detail *
Decisive and Target Orientated *
Collaborative Leadership *

HR EXPERIENCE

HR Leadership and Strategy *
Diversity, Equity & Inclusion ***
Inclusive and Respectful Workplace Environment ***
Culture Keeper ***
Employee Experience *
Talent Management *
Executive Recruiting
Onboarding and Offboarding ***
Coaching & Mentoring ***
Employee Relations and Legal Compliance *
Employment Relations ***
HR Management ***
Labor Law Consultancy ***
Learning & Development *
Compensation and Negotiation *
Payroll & Benefits Administration *

PROFILE

Strategic leader with solid experience in Human Resources, focused on designing and implementing initiatives that support organizational growth and culture. My skills in leadership, people development, and DE&I are strengthened by assertive communication and the ability to facilitate changes that promote inclusive and collaborative environments. With a clear and practical business vision, I am prepared to align HR strategies with company goals, always prioritizing tangible and sustainable results.

PROFESSIONAL EXPERIENCE

SIMPLESMENTEMIRELE | Since 2024

Founder - People Recruiter & Developer. Projects, Dreams, and Careers Accelerator

Senior professional with a career dedicated to driving organizational change and accelerating the development of people and careers. With extensive experience in sectors such as technology, consulting, nutrition, education, real estate, and ESG, I stand out for promoting diverse, inclusive, and collaborative cultures. My strategic and innovative approach seeks to tackle complex challenges, always driven by practical solutions and a deep commitment to positive transformation and sustainable growth. I offer various services, all focused on leadership development, people, and organizational culture, with a focus on:

- **Strategic Recruiting & HR Consulting:** Development and implementation of personalized solutions to optimize people recruiting & management and align organizational culture with business goals.
- **Lectures and Workshops:** Dynamic programs on leadership, assertive communication, innovation, and crisis management, with an emphasis on practical results and cultural transformation.
- **Mentoring and Empowerment Dialogues:** Personalized sessions to accelerate professional growth and promote self-awareness, proactivity, and continuous learning.
- **Teaching on Leadership, Protagonist Mindset, and DEI&A:** Working with renowned institutions, empowering professionals and leaders through programs on diversity, equity, inclusion, protagonism, and leadership.

SYSTEMIQ CONSULTING | São Paulo/SP | 2022 – 2023

Human Resources Manager

I worked as HR Manager, leading strategic initiatives to support the growth of SYSTEMIQ in partnership with the Global People Operations Director. My role was characterized by:

- **Strategic Leadership:** Contributed to strengthening the organizational culture, promoting positive experiences aligned with global HR.
- **HR Business Partner (HRBP):** Responsible for talent management, leadership development, organizational culture, diversity, equity, inclusion, and operations, ensuring compliance with labor regulations.
- **Innovation and Cultural Transformation:** Drove cultural changes and innovation, always considering people as the company's most valuable asset.
- **Adaptation of Global Policies:** Adjusted global HR policies to ensure compliance with local legislation and culture.
- **Team Development:** Trained, developed, and managed teams, ensuring integration between people, business, and organizational strategies.
- **HR Operations Supervision:** Supervised the HR Operations team, ensuring alignment with the organization's strategic goals.
- **Main Responsibilities:**
 - **Comprehensive HR Management:** Administered hiring, contract reviews, and labor compliance.
 - **Strategic Onboarding:** Led the onboarding process for new employees, coordinating communication and training.
 - **LATAM People Management Contact:** Served as the point of contact for people management solutions in the LATAM region, focusing on interpersonal relationships.
 - **I-HUB System Administration:** Managed I-HUB in LATAM, providing strategic analysis for global decision-making.
 - **Support for Global HR Projects:** Participated in global HR projects, providing direct support to the Global HR Director.
 - **Stakeholder Collaboration:** Enhanced the employee experience at SYSTEMIQ by implementing creative solutions and driving continuous improvements.

META (Facebook, Instagram, WhatsApp) | São Paulo/SP | 2019 – 2022

Regional HRBP Team Senior Executive Assistant, Regional Onboarding Lead, and Strategic Leadership of HR/DE&I Projects for Latin America

I served as Senior Executive Specialist, leading strategic HR projects and Diversity, Equity, and Inclusion (DE&I) initiatives in Latin America. My main responsibilities and achievements include:

- **Leadership of Integration and HR Projects:** Responsible for the integration process of new hires at the regional level, successfully integrating 151 new employees into the Brazilian office in 2021, promoting a comprehensive, deep, and highly effective adaptation.
- **Strategic HR Consulting for LATAM:** Provided strategic support to the HR leadership and multifunctional teams, focusing on the development of HR solutions tailored to regional needs.
- **DE&I Leadership:** Led a robust DE&I agenda, contributing to shaping impactful strategic decisions and actions regarding diversity and inclusion in Latin America.
- **DE&I Diagnostic Projects:** Conducted diagnostics using design thinking to identify inclusion barriers, from job descriptions to the first three months of new employee integration.

HARD SKILLS

Business Management Skills *

Project Management *

Operational HR Domain: *

Ihub Management ***

Onboarding Expertise ***

People Analytics and Reporting ***

Legal Advanced Knowledge *

Employment Law and Contracts *

General Management/Leadership Skills *

Stakeholder Management *

Writing *

Multilingual Proficiency *

TRAININGS

Be the Ally Circles
(Facebook, 2020)

Managing Employee Relations
(Facebook, 2020)

Efficacy: Owning Your Professional Development
(Facebook, 2019)

Stand Out
(Facebook, 2019)

Fast Feedback
(Facebook, 2019)

Crucial Conversations: Communicating Effectively
(Facebook, 2019)

Building a Respectful Workplace
(Facebook, 2019)

Managing Bias
(Facebook, 2019)

Transformational Leadership Paradigm by Annie
*Shahinian, Plural Partners, (2014 –2017)

INTERNATIONAL EXPERIENCE

EUA

Ireland

Netherland

Switzerland

PERSONAL INTERESTS

Family & Friends *

DE&I Conversations and Learning *

Whiteness & Racism Understanding Politics *

Meaningful Conversations *

Travelling *

Gym *

Food *

SOCIAL NETWORKS

<https://www.facebook.com/SimplesmenteMirele> 

<https://www.instagram.com/SimplesmenteMirele> 

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

<http://www.youtube.com/@SimplesmenteMirele> 

PROFESSIONAL EXPERIENCE

META | 2019 - 2022 | SAO PAULO – BRAZIL (...)

- **Learning & Development (L&D):** Developed and implemented end-to-end workshops, covering needs assessment, content creation, program design, and virtual and in-person facilitation.
 - **Workshops on Respectful & Inclusive Communication:** Led the Respectful and Inclusive Communication Workshop, addressing the nuances of the Portuguese language and fostering greater collaboration among teams.
 - **Office Welcome Program:** Adapted global content for the Latin American region, reducing adaptation time and increasing the productivity of newly hired employees.
 - **Come with Us Program:** Created and implemented a support program for new hires, raising engagement and satisfaction levels.
 - **DE&I Training Leadership:** Facilitated over 50 sessions of the "Be an Ally" program in Portuguese, translating and adapting materials for better absorption and impact.
 - **Workshops on Racial Issues:** Conducted approximately 50 sessions of "Racial Conversations," impacting around 500 people, promoting awareness, empathy, and collaboration.

DANONE EARLY LIFE NUTRITION | São Paulo/SP | 2014 – 2019

Senior HRBP (2018 – 2019)

As Senior HR Partner for the Infant Nutrition Division, I strategically focused on sales while aligning with the company's culture and values. My key achievements included:

- **Strategic HR Leadership:** Managed behavioral management initiatives, integration, and open dialogues, strengthening trust and empowering promotion teams.
- **Leadership Development Journey:** Created and led a program of workshops, coaching, and mentoring for analysts and coordinators, resulting in three promotions to Junior Manager in the first year, a first in Danone's history.
- **Collaboration with Labor Law Department:** Partnered with the legal department to provide strategic training for sales managers on labor compliance.
- **HR Tools Transformation:** Acted as a senior consultant on transformation projects, enhancing HR tools and methodologies focused on talent development and efficiency.
- **Performance and Talent Management:** Led performance management, organizational climate, career processes, and strategic recruitment, ensuring compliance with youth and PWD quotas.
- **Leadership Mentoring:** Provided strategic mentoring to junior and mid-level leaders, offering guidance and advice for their career development.
- **Turnover Reduction:** Conducted critical evaluations of positions and talent identification for managerial roles, resulting in a 4% reduction in turnover KPI compared to 2018.

Team Leader (2014 – 2018): Led a diverse team composed of a Senior Marketing Analyst, a Senior Administrative Assistant, and an Executive Assistant intern, fostering a collaborative and results-oriented environment.

Executive Assistant to the President and Board of Directors & Event Coordinator (2014 – 2018)

- **Corporate Event Management:** Planned and executed approximately 30 events annually, including sales conventions, executive meetings, medical community gatherings, and corporate retreats.
- **Budget Management:** Managed a growing budget, from R\$ 3MM to R\$ 5MM between 2014 and 2017, achieving savings of R\$ 450,000 by optimizing vendor payments.

TIME FOR FUN (T4F) | São Paulo/SP | 2012 – 2014

Executive Coordinator to the Shareholder President – 3 Direct Reports (Senior Executive Assistants)
First management role.

BANCO J. SAFRA DE INVESTIMENTO S/A | São Paulo/SP | 2009 – 2012

- **2011 – 2012:** HR Generalist
- **2010:** Corporate Services & Facilities Leader
- **2009 – 2010:** Executive Assistant to the Shareholder

MARATHON ASSET MANAGEMENT | São Paulo/SP | 2007 – 2008

- Office Manager for the Brazilian branch
- **Human Resources Management**
- Financial Controls, Reports, and Tax Structures
- IT and Telecommunications
- Office Relocation

GRUPO DANONE | São Paulo/SP | 2006 – 2007

Executive Assistant to the Human Resources Director

EGON ZEHNDER INTERNATIONAL | São Paulo/SP | 2004 – 2006

Executive Assistant to Senior Partner

McKINSEY & COMPANY, INC. | 1997 – 2004

- **2000 – 2004:** Executive Assistant to a Director (São Paulo/SP)

*"The mind that opens to a
new idea never returns to
its original size."*

Albert Einstein