

Rozanova Elena



Dear colleagues,

For the last 2 years, I was co-chairman of the SPIBA HR Committee, and I will gladly continue this work if my candidacy is supported for a new term.

Over the past period, which includes a difficult period of the pandemic, despite external challenges and obstacles, at SPIBA we have managed to implement interesting and actual events that have always met the changing needs of business and HR in this difficult time.

One of the values of SPIBA events is that their list is developed in advance and, if necessary, changed during the year, so that they are always significant and interesting for HR "here and now". These are the very "hot" questions, the

answers to which are important for SPIBA members to get from the professional community, sometimes very quickly, in order to timely and correctly respond to changes and ensure the effective work of their Company. And the HR Committee, just, ensures this adaptability and actuality of the topics of SPIBA events, as well as attracting the best experts to disclose it as speakers.

Experience

April 2013 — till
now

ROUST group

Saint Petersburg, www.roust.com, leading international production company (Russia, Poland, Italy)

HR business partner Operations Russia (02.2018 – present time)

- Role of HR Director for operation function in Russia (6 plants and logistics, staff 1900 employees):
- Development and implementation of HR strategy according Company's business strategy. Providing of HR policy with maximum realization of labor potential of each employee.
- Development of annual business plans of the Company (HR part)
- Management of HR team of Operations (23 emp.), providing realization of all HR issues of each plant and logistic department
- Ensuring effectiveness of all HR directions at each location in Russia
- Full responsibility for the budget of personnel costs of Operations Russia, and all HR issues

Main achievements:

Ensuring the effective work of the HR Operations team and the implementation of all business issues, despite external challenges and a lack of resources

HR business partner, Russian Standard Vodka, LLC (04.2013 – 01.2018)

Area of responsibility: Saint-Petersburg, Moscow, Kazan (2 plants and logistics, staff 900 employees):

- Implementation of the business objectives of the company through the development and implementation of medium-term HR strategy, annual

protection and realization of HR business plans

- Development of performance indicators for "Motivation" (in QCDSM), setting targets for the year, monitoring and performance management of the personnel management process throughout the year to achieve business goals.
- Improving the organizational effectiveness of the Company (increasing labor productivity, reducing staff costs, reducing production costs through the providing of effective and quality solutions in HR)
- Development, implementation and monitoring of compliance of HR policies and procedures, uniformity of procedures in all plants of the Group
- Organization of HR team work
- Ensuring efficiency and development in all HR directions: recruitment and adaptation, labor relations and HR record keeping, evaluation, training and development, compensations and benefits, performance management, regular HR procedures (APR, Labor Council, the selection and awarding of the best employees, temporary staff)
- Budgeting (payroll, OPEX)
- Support for managers in HR issues
- Ensuring compliance with labor legislation and the effectiveness of labor relations for the Alcohol Group (6 plants in St. Petersburg, Moscow, Kazan, Novosibirsk).
- Corporate events

Main achievements: introduction of the business partnership as an HR role in Company, creation of effective and professional HR team, HR system and strong HR analytics, ensuring the Company's integration in the period 2013-2015, ensuring the unification of processes and procedures between the plants in the period 2015 -2017, the optimization of the organizational structure, the staff number and personnel costs, the reduction of the cost of production

Decrease of net turnover of the plant from 27% to 13%.

Development of the author's program for HR and for managers "Labor relations and the bases of labor legislation", conducting training as an internal trainer.

2012 — 2013

Baltic Malt Company

Saint Petersburg, russian production company (re-start of business)

HR director

- Management of HR, Admin and HSE
- Development of policies, regulations and procedures
- Development of HR system work from zero
- Efficiency analysis of organizational and staff structure, optimization of staff and payroll, reduction of staff costs, administrate of staff schedule. Budgeting for personnel costs, its control.

- Actualization of motivation system, evaluation of the performance of employees.

Main achievements:

Increase of effectiveness of motivation system, implementation of planning/reporting system, implementation of key performance indicators and criteria for bonuses.

Reducing of staff costs. Optimization of organizational structure, payroll and staff, transfer of production personnel from staff to outsourcing.

Optimization of opex costs.

Development of HR system work from zero.

Tikkurila

2008 — 2012

Saint Petersburg, www.tikkurila.com, Finnish production company, 1500 emp.

Labor legislation supervisor (Russia) (02.2010 – 08.2012)

- Control of the observance of labor legislation & labor relations at all sites in Russia (3 sites in Saint Petersburg & 4 branches in other regions)
- Development and realization of policies, regulations and procedures
- Management of HR record keeping of company, administrate of staff schedule
- Control of the observance of migration legislation in the company and labor relations with the foreign employees
- Complete professional support the managers and employees on labor issues. Training of managers on the authoring program "Bases of labor law".
- Relations with the trade unions (all issues)
- Analysis and solution of complex (disputed) situations in labor relations, dismissals on employer`s initiative, control of disciplinary practices, of reorganizing of departments and optimization of staff;
- Protection the interests of company in the labor inspection, in migration service, in the courts as representative of company.

Main achievements:

Developing of HR-direction "Labor relations" from zero (procedures, rules, HR record keeping).

Constructive relations with 2 trade unions MPRA & RosKhimProfsoyuz (after labor courts, dismissals, conflicts).

The successful pass of numerous checks by procurators, labor inspection, migration service according to the complaints of the negatively disposed employees. The successful protection the

interests of company in the law courts (cases of reduction of staff, penalties, dismissals for the false documents/health, additional leaves and financial compensation for the work under the harmful conditions, down-times etc).

HR-generalist (10.2008 – 01.2010)

- All HR- issues of one of the production sites in Saint Petersburg (staff - 150 employees)
- Relations with the trade union, projects of reorganization and reducing of staff.

Main achievements: the restoration of HR record keeping. The successful participation in realization of reorganization of the company in the form of merger (with a Russian production company "Kraski teks"), which included change management, changes of conditions of the labor contracts of employees, changes of the structure and salary system. Successful realization of reorganization of 2 largest departments (reduction of staff).

2006 — 2008 **Industrial Association Eltehnika**

Saint Petersburg, www.elteh.ru

HR manager

2005 — 2006 **Baltimor -Neva**

Saint Petersburg

HR manager

Before 2005 **Recruiting agency "Personnel Service" (Recruiter), Educational center (Deputy chief of unit), Psychologist**

Education

2021- present **Togliatti State University (Rosdistant)**

time

Law Faculty, Civil Law (second higher education)

2004 **Saint-Petersburg Institute of Additional Education**

Business Administration, Diploma and Russian-British Certificate

1998 **Russian State Pedagogical University**

Psychologist, Diploma

Summary

Rich experience in all HR-directions, including start-up of key HR-functions and HR team. 13,5 years in production business.

Cost, structure and staff optimization.

Change management during the reorganization of the Company (including, in a time of economic crisis).

Excellent knowledge of labor law, including relationship with trade unions.

Extensive experience of protecting the interests of the employer in courts (including issues with Trade Unions and creating precedents).

Internal coaching experience (including the development of the programs for managers).

2 published scientific works, regular publications in the legal magazines «Labor law», «Labor disputes» in 2012-2013.

Participation as a speaker in different events: «Relations with trade unions: how to come to constructive cooperation» (SPIBA), «HR business partner: transforming the role of HR for business» (Astrosoft), «Trade Unions: a new stage in the regulation of labor relations» (forum Industrialization 2013), «Dismissal at the initiative of the employer. Judicial practice» (SPIBA), «Evaluation of personnel in 3D format: systems, projects, innovations» (How to do?), «Best HR Practices. How to develop a partnership culture in leaders» (How to do?), «Termination of the employment contract initiative of the employer. Practical advice on minimizing the risks.» (Vedomosti), "HR Analytics as a performance management tool "(Coleman), «Filling of quotas for workplaces for disabled workers in production» (SPIBA), «How to prepare for Labor inspection according new rules- best practice of production company» (SPIBA).

Since 2010, I periodically defend the interests of employees and employers in court, on private requests as a representative (all types of labor disputes, contested dismissals, disciplinary sanctions, etc.)