

Fernanda Junqueira Atilio

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PROFESSIONAL PROFILE

High-impact Senior HR Leader and Board Member with over 20 years of strategic experience across South American and Asia Pacific markets. Expert in steering organizational culture through human-centric values and leading large-scale digital transformations that bridge geographic and cultural divides. Currently serving as Victoria Director for the Australia Brazil Chamber of Commerce (ABCC), leveraging deep cross-border expertise to facilitate international trade and orchestrate multilateral business partnerships. Recognized for a "Face-to-Face" leadership philosophy that prioritizes results-oriented macromanagement and the ownership mindset in high-growth environments.

PROFESSIONAL EXPERIENCE

Australia Brazil Chamber of Commerce (ABCC) | Victoria Director *April 2026 – Present*

- **Commercial Diplomacy:** Directing strategic initiatives to foster business growth between Australia and Brazil, assisting companies in navigating complex regulatory and cultural frameworks in both markets.
- **Multilateral Networking:** Orchestrating international collaborations with European partners, including the Dutch, Swedish, Norwegian, and Maltese Chambers, to drive commercial synergy and trade opportunities.
- **Strategic Representation:** Serving as the primary Victorian executive for the ABCC, the only business chamber dedicated exclusively to the Brazil-Australia commercial relationship since 1978. **Schweitzer Engineering Laboratories (SEL) | HR Asia Pacific / Board Member** *November 2014 – March 2026*
- **Regional Strategy:** Led HR operations across the Asia Pacific, managing remote, cross-functional teams across diverse time zones and cultures through a "Results over Control" macromanagement approach.
- **Digital Transformation:** Revolutionized HR by implementing ATS (Applicant Tracking Systems), virtual onboarding, and digital group dynamics; pioneered virtual behavioral identity and logical reasoning assessments to maintain recruitment quality in a digital environment.
- **Global Compliance:** Coordinated the **SEL Global Employee Handbook**, managing the high-scale delivery of **11 new country appendices** and updates for existing regions (totaling 13+ countries) in collaboration with Legal, IS, and Security.
- **Social Impact & Community:** Directed the "School Donation" program and "Reinventando o Futuro" project. Orchestrated the donation of **20 new computers**, the implementation of **Geogebra software**, and the creation of a **Mathematics Laboratory** at Escola Estadual Telêmaco Paioli Melges.
- **Talent Architecture:** Developed the **"Jornada Universitária"** (Administrative) and **"Embaixador SEL"** (Engineering) programs to map and develop high-potential young talent from top-tier universities. **CNPEM (Centro Nacional de Pesquisa em**

Energia e Materiais) | Human Resources Manager *November 2010 – July 24, 2014*

- **Institutional Development:** Conceptualized and launched the Corporate Career Plan and institutionalized formalized Performance Evaluation systems for scientific and administrative staff.
- **Operational Leadership:** Managed union negotiations, complex recruitment cycles, and the institutional Internship Program; oversaw training and development strategies for high-level researchers and technicians.**DHL Logistics | HR Supervisor** *July 2006 – November 2010*
- **Logistics HR Management:** Orchestrated HR strategy for three complex logistics hubs, optimizing international training protocols and payroll administration for a high-volume workforce.
- **Executive Development:** Led career planning initiatives and benefited from international training exposure, aligning local talent with global DHL standards.**DPK Comercial Automotiva (Grupo DPaschoal) | Organizational Development Analyst** *May 2005 – July 14, 2006*
- **Corporate Education:** Coordinated the Corporate University (**Academia DPK**), providing training development and recruitment support for 16 regional offices across Brazil.**Samsung Eletrônica da Amazônia | HR Analyst** *March 2, 2004 – February 2005*
- **Industrial Start-up:** Played a pivotal role in the greenfield start-up of the mobile phone manufacturing facility in Campinas, overseeing large-scale recruitment for both Campinas and São Paulo units via SAP systems.**Lucent Technologies / Pró Recursos Humanos | HR Analyst** *February 2002 – March 1, 2004*
- **Competency-Based Leadership:** Specialized in behavioral training, competency-based selection, and the implementation of career planning programs during a period of high organizational transition.

CORE COMPETENCIES & SOFT SKILLS

Technical (Hard) Skills, Behavioral (Soft) Skills

Strategic HR Planning & Succession, Macromanagement & Results-Oriented Leadership

Corporate University & Academy Design, Ownership Mindset & Global Accountability

"ATS, SAP, ADP, RM, & Lotus Notes", Cross-Cultural Resilience & Adaptability

Union Negotiations & Labor Law, "Face-to-Face (Eye-to-Eye)" Leadership Philosophy"

Global Payroll & Benefits Management, Continuous Learning & Systems Thinking

Virtual Behavioral Assessment, Collaborative Multi-stakeholder Engagement

EDUCATION & ACADEMIC BACKGROUND

- **MBA in Strategic Management of Companies** | FACAMP | *March 2012 – June 2014*
- **Specialization in Development of Human Potential in Organizations** | PUC Campinas | *February 2002 – December 2002*
- **Bachelor of Psychology (Licenciatura Plena)** | PUC Campinas | *1997 – 2001*
- *Includes Teaching Qualification for Primary and Secondary Education, specializing in Teaching Practice and Psychology of Learning.*

LANGUAGES & TECHNICAL SKILLS

- **Languages:** English (Advanced/Fluent), Spanish (Basic), LIBRAS (Portuguese Sign Language).
- **Tech Tools:** Expert mastery of Microsoft Office Suite, SAP, ADP, RM Systems, Lotus Notes, and Geogebra educational software.

ADDITIONAL INFORMATION

- **Community Engagement:** Led diverse social campaigns (Easter, Winter clothing, Children's Day) in partnership with NGOs like ACAVN, focusing on sustainable community integration.
- **International Relocation Excellence:** Successfully managed personal and professional relocation from Brazil to Australia (2020), demonstrating high adaptability to Australian legal frameworks, customs, and the local "Aussie" professional landscape.