

Joanna Woo, CHRL

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Other contact information removed for web version for privacy.

My HR Philosophy

To help build happier workplaces and engage employees. To do whatever it takes to enable others to do their best work.

Areas of Expertise

Recruitment Strategy
Technical Recruitment
Diversity and Inclusion
Employee Engagement
HR Systems
HR Analytics
Leadership Development
Employee Leaves
Health and Wellness
Terminations
Government Consultation

Applicant Tracking Systems

Taleo
Excel (up to 1,200!)
Greenhouse
JIRA
Kenexa

HR Information Systems

Dayforce
Excel (up to 800!)
Workday
SAP

Education

University of Waterloo
BA, Honours Psychology
HRM Specialization
German Minor
2005 – 2009

MAPPEDIN

Feb 2017 – Present

People Operations Manager

I was hired to build the HR function from the ground up: find and grow talent, develop and launch employee programs, and introduce HR policies and procedures.

People make up the core of a business. This is my passion and my purpose.

- Raised E-NPS from 39 (Q4 2016) to 61 (Q4 2017) by addressing employee concerns and empowering leaders to be more engaged
- Recruited 39% (15 total) of current team; 12 in technical roles, 1 international hire (India) through Global Talent Stream program
- Hired 24 co-op students, expanding reach from 1 university to 6 schools
- Enabled employee growth and development by initiating 8 employee transfers and/or promotions, encouraging movement in a direction more suitable for them

Employee Programs enable an organization to grow and develop. They impact company culture, brand, and most of all, engagement.

- Launched company goals and values, allowing employees to connect to a larger purpose and drive engagement
- Designed leadership training focused on Situational Leadership and Multipliers to help managers improve their effectiveness as people managers and their relationships with employees
- Created an onboarding program, improving employee sense of belonging
- Improved communication and built more empathy across teams through the implementation of shadow days
- Redesigned employee referral program to encourage a higher number of referrals from both internal and external sources

Policies and Procedures aren't the most glamorous parts of HR, but they are part of building a sturdy foundation.

- Introduced pregnancy and parental leave policies to assist employees' transition to becoming parents
- Revised or created all offer, internal movement, and termination letters, ensuring consistent messaging and maintaining legal compliance
- Defined compensation strategy, created salary bands, evaluated each job position, and realigned all employees to ensure pay equity and fairness
- Established a structured interview process, improving our quality of hire (100% new hires rated 8+/10 after 6 months) and encouraging gender diversity (16% women to 23% overall, 4% to 13% in technical roles)

HR Analytics help validate all our decisions. Instead of using our gut feelings, we use data instead. I'm a data nerd and try to measure everything that I can.

- Conducted A/B testing on job postings to determine best format and style, resulting in a 20% increase in job applications
- Analyzed content of job postings using Textio to create gender-neutral postings, encouraging more diverse candidates to apply
- Implemented applicant tracking and HR information systems to measure length of recruitment process (1.5 weeks average) and employee trends

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Overheard @ Mappedin

"Thanks again! You are one of the best parts of Mappedin for me."

- Senior Software Developer

"You really made me feel valued at this company and I am glad they have you on board! I really look up to your tenacity and determination, and I'm happy to see you lead by example."

- Map Designer

Volunteer / Giving Back

Hackademy

University of Waterloo

TEDxWaterloo

Disabilities Mentoring Day

EPIC Technology

HRPA Annual Conference

HRPA Grand Valley Chapter

Kitchener Public Library

Waterloo Public Library

Junior Achievement

BEP Waterloo Region

Startup Camp

STEM Powered Girls

PAGES – Creative Encounters

CAGIS

CodeLikeAGirl

HRnet

Canada 3.0

Family HackJam

Maker Expo

Future Female Techmakers

Women in Tech Peer2Peer

CS Education Week

Science Literacy Week

International TableTop Day

Ignite Waterloo

HackerNestKW

ideacity

Net Change Week

Young Social Entrepreneurs

HIVE Waterloo Region

Year of Code WR

Team Depot

Habitat for Humanity

D2L

Oct 2012 – Feb 2017

HR Programs and Data Specialist

- Handled pregnancy/parental leaves (1 to 2 per week), discussing upcoming leaves with employees and executing all associated admin tasks
- Drafted all change-in-employment paperwork, including employee transfers/promotions, salary/hours adjustments, and termination letters
- Conducted exit interviews, reporting results to the HR Business Partner and Manager as needed to flag opportunities for improvement
- Streamlined and documented HR processes, reducing errors and improving efficiency by over 50%
- Created HR analytics reporting on diversity and retention, providing valuable insight to executive team monthly
- Maintained Dayforce HRIS by inputting all employee data, building SQL reports, updating XML forms, updating organization structures, configuring vacation policies, and testing new product features

Technical Recruitment Coordinator

- Incorporated technical questions into the HR phone screen and redesigned recruitment process, filtering candidates more effectively and decreasing time spent by technical team
- Filled 200+ technical roles, averaging 30 days time to fill
- Consolidated and analyzed recruitment data, gaining insight on factors that would lower offer acceptance rates from 80% to 40%
- Organized Disabilities Mentoring Day for 4 years, broadening organization's knowledge around people with disabilities and hiring more diverse talent

MANULIFE FINANCIAL

Aug 2011 – Oct 2012

Taleo Project Coordinator (4-month secondment)

- Readied Taleo 7 for system upgrade to Taleo 12, configuring system, testing system, and training APAC team
- Identified and helped fix key issue during testing of Workday 17, resulting in a successful launch on schedule

Recruitment Coordinator

- Saved 72% of background check costs by removing unnecessary services
- Investigated past background checks for SOX Audit, identifying gaps
- Prepared all internal employee change documents for Manulife Canada

BLACKBERRY

May 2011 – Jul 2011

Candidate Care Coordinator

- Fixed inconsistencies between 10+ offer contract templates

HOME DEPOT

Jan 2010 – Apr 2011

HR Staffing Coordinator

- Drafted weekly staffing schedules for 150 to 200 associates
- Partnered with head office to launch a pilot training program