Executive Master's Degree

MBA in Human Resources (CHRO, Chief Human Resources Officer)

Accreditation/Membership

BUSINESS GRADUATES ASSOCIATION
MEMBER

tech global university

Executive Master's Degree
MBA in Human Resources (CHRO, Chief Human Resources Officer)

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Accreditation: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/school-of-business/executive-master-degree/master-mba-human-resources-chro-chief-human-resources-officer**

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01
Introduction to the Program

In a business context increasingly defined by digital transformation, globalization, and economic uncertainty, the role of the Chief Human Resources Officer (CHRO) has acquired unprecedented strategic relevance. According to the Future of Jobs report from the World Economic Forum, more than 50% of global companies surveyed identify talent management, organizational restructuring, and change leadership as critical priorities for the next five years. In this context, TECH has designed this comprehensive postgraduate program that will prepare business leaders to gain a global, executive, and cutting-edge perspective. All of this will be delivered through a 100% online curriculum.

A comprehensive and 100% online program, exclusive to TECH, with an international perspective backed by our membership in Business Graduates Association"

Leadership in Human Resources has evolved into a strategic approach where talent management, organizational culture, and digital transformation become key pillars for business success. In this new paradigm, the *Chief Human Resources Officer (CHRO)* not only oversees internal staff policies but also drives high-impact decisions that influence business outcomes. In this way, this role requires mastery in change management, ethical leadership, diversity, innovation, and data analysis to make informed and sustainable decisions.

In response to these demands, TECH presents the Master's in Human Resources (CHRO), designed to prepare leaders in human talent management. Through up-to-date and rigorous content, the program will cover topics such as strategic workforce planning, talent attraction and retention, managing work climate, compensation systems, and integrating digital tools into selection, development, and personnel evaluation processes.

The program will be delivered 100% online, enabling professionals to progress at their own pace without sacrificing professional or personal responsibilities. Content will be available 24/7 from any device, with the option to download materials. Additionally, the Relearning methodology will be applied, a pedagogical strategy that reinforces key knowledge through intelligent repetition, enhancing retention and practical application of what has been learned. Furthermore, graduates will benefit from 10 exclusive Masterclasses taught by high-level International Guest Directors.

Furthermore, thanks to TECH's membership in the **Business Graduates Association (BGA)**, students will have access to exclusive and up-to-date resources that will strengthen their continuous learning and professional development, as well as discounts on professional events that will facilitate networking with industry experts. Additionally, they will be able to expand their professional network by connecting with specialists from different regions, fostering the exchange of knowledge and new job opportunities.

This **Executive Master's Degree MBA in Human Resources (CHRO, Chief Human Resources Officer)** contains the most complete and up-to-date university program on the market. Its most notable features are:

- The development of practical cases presented by experts in Human Resources (CHRO, Chief Human Resources Officer)

- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice

- Practical exercises where the self-assessment process can be carried out to improve learning

- Special emphasis on innovative methodologies in Human Resources (CHRO, Chief Human Resources Officer)

- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments

- Content that is accessible from any fixed or portable device with an Internet connection

Through innovative Masterclasses taught by internationally renowned figures, you will master digital innovations to redefine corporate success and well-being"

Thanks to the Relearning system used by TECH, you will reduce the long hours of study and memorization.

You will have access to a wealth of audiovisual support materials, including interactive summaries, study guides, activities for each topic, and supplementary readings.

"

You will shape organizational culture from a strategic and ethical approach, learning through a 100% online methodology"

The faculty includes professionals from the Human Resources field (CHRO, Chief Human Resources Officer), who bring their work experience to this program, alongside recognized specialists from leading companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.

"

Study at the largest online university in the world and ensure your professional success. The future begins at TECH"

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

Forbes
The best online university in the world

The most complete **syllabus**

TOP international faculty

The most effective methodology

World's No.1 The World's largest online university

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.

The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

03
Syllabus

The syllabus will cover key areas such as strategic HR management, where skills for decision-making and organizational leadership will be developed. Additionally, it will include modules on digital transformation, exploring the impact of artificial intelligence and automation on human capital management. It will also delve into change management and organizational culture, preparing professionals to lead innovation and adaptation processes in corporate environments. Finally, business leaders will master compensation and benefits, talent development, high-performance team management, and labor relations, aiming to create a highly skilled and versatile professional.

" *You will become an agent of change, leading the digital transformation of human resources and creating more agile and efficient organizations"*

Module 1. Strategic HR Management

1.1.   Evolution of HR: An Integrated Vision
1.2.   Strategic Thinking and Systems
1.3.   Planning and Management of HR Department Projects
1.4.   Strategic Organizational Design
1.5.   Job Design, Recruitment, and Selection
1.6.   Strategic Leadership
1.7.   Auditing and Control of HR Function

Module 2. HR Management and Administration Process

2.1.   Labor Recruitment
2.2.   Labor Intermediation
2.3.   Labor Relations and Information Technology
2.4.   Dismissals and Workforce Restructuring
2.5.   Collective Bargaining
2.6.   Occupational Disability and Health
2.7.   Occupational Health and Quality

Module 3. Organizational Behavior

3.1.   Organizational Culture
3.2.   Organizational Structure
3.3.   Organization Management
3.4.   Behavior and Organizational Changes
3.5.   Power and Politics
3.6.   HR Department Organization
3.7.   People in Organizations
3.8.   Knowledge Management

Module 4. Economic Management and Administration

4.1.   Financial and Accounting Basis for HR Management
4.2.   Financial Diagnosis
4.3.   Income Losses and Gains Analysis
4.4.   Compensation Policy Management
4.5.   Compensation and Non-Economic Benefits

Module 5. *Executive Coaching*

5.1.   Neuromanagement
5.2.   Self-Control and Self-Efficacy
5.3.   *Coaching*
5.4.   Positive Psychology
5.5.   Management and Emotional Intelligence
5.6.   Empathy and Collaboration
5.7.   Time Management

Module 6. Talent Management

6.1.   Job Analysis
    6.1.1.   Job Analysis
6.2.   Selection, Group Dynamics and HR Recruitment
    6.2.1.   Approach to Recruitment and Selection
    6.2.2.   Recruitment
    6.2.3.   The Selection Process
6.3.   Human Resources Management by Competencies
    6.3.1.   Transformation of Human Resources Management
    6.3.2.   Objectives of the Competency-Based Management Model
    6.3.3.   Applications of the Model
    6.3.4.   Implementation of the Competency-Based Management Model
6.4.   Performance Evaluation and Performance Management
    6.4.1.   General Considerations
    6.4.2.   Career Planning
    6.4.3.   Performance Assessment
    6.4.4.   Performance Management
6.5.   Training Management
    6.5.1.   Basic Concepts of Training
    6.5.2.   Stages of Training Development
    6.5.3.   Self-Efficacy in Learning
    6.5.4.   Training Methodology
    6.5.5.   Legal Framework
    6.5.6.   Trends in Training Plans and Knowledge Acquisition
    6.5.7.   Advantages of Training

6.6.   Talent Management
    6.6.1.   The VUCA Environment
    6.6.2.   Technology as an Ally
    6.6.3.   The Impact of Demographic Changes
    6.6.4.   Multigenerational Teams
    6.6.5.   Approach to the Concept of Talent
    6.6.6.   Comprehensive Talent Management
    6.6.7.   Obstacles in Talent Management
6.7.   Innovation in Talent and People Management
    6.7.1.   Innovation in Organizations
    6.7.2.   New Challenges for the Human Resources Department
    6.7.3.   Innovation Management
    6.7.4.   Tools for Innovation
6.8.   Motivation
    6.8.1.   The Concept of Motivation
    6.8.2.   The Motivation Cycle
    6.8.3.   Theories of Professional Motivation
    6.8.4.   Types of Motivation
    6.8.5.   Motivational Tools and Techniques
6.9.   *Employer Branding*
    6.9.1.   Different Target Audiences
    6.9.2.   The Origin of Employer Branding
    6.9.3.   Human Resources and Marketing
        6.9.3.1. Principles of Employer Branding
        6.9.3.2. Characteristics of a Company that Manages Its Employer Branding
        6.9.3.3. Main Benefits of Employer Branding
    6.9.4.   Steps for Creating an Employer Branding Strategy
    6.9.5.   Common Mistakes in Creating the Strategy

Module 13. Commercial Management and Strategic Marketing

Module 14. Executive Management

04
Teaching Objectives

The main objective of TECH is to train professionals to lead strategic talent management within organizations. Therefore, through a comprehensive approach, business leaders will develop skills to make data-driven decisions, optimize selection and retention processes, and lead organizational change in a digitalized environment. Additionally, they will gain a deep understanding of global HR trends, including diversity, inclusion, and workplace well-being. All of this will prepare graduates to face the challenges and opportunities that arise in the corporate world.

This postgraduate program will equip you with the key skills and knowledge to lead the future of human resources. What are you waiting for to enroll?" Enroll now"

General Objectives

- Develop strategic skills in human resources management aligned with the global objectives of the organization

- Implement data-driven solutions and advanced analytics for decision-making in talent management

- Foster transformational leadership and change management to drive organizational growth

- Manage diversity and inclusion within teams, promoting an equitable and respectful work environment

- Optimize the processes of talent attraction, selection, training, and retention through innovative technologies

- Develop compensation and workplace well-being strategies to improve productivity and employee satisfaction

- Lead digital transformation initiatives in human resources, integrating new technologies into talent management

- Strengthen organizational culture to create collaborative, high-performance work environments

Specific Objectives

Module 1. Strategic HR Management

- Develop the ability to align human resources strategies with the organization's strategic objectives
- Identify and apply strategic management models that optimize the company's competitiveness and sustainability through human capital

Module 2. HR Management and Administration Process

- Design and optimize efficient processes for selection, training, and personnel management, ensuring alignment with the business strategy
- Implement policies and procedures for the effective management of human resources, including compensation and benefits

Module 3. Organizational Behavior

- Analyze behavior dynamics within the organization to create more collaborative and efficient work environments
- Apply organizational behavior theories to improve motivation, commitment, and employee productivity

Module 4. Economic Management and Administration

- Develop skills in economic and financial management to make informed decisions about human resources
- Apply management principles to maximize operational efficiency in teams and processes within the organization

Module 5. *Executive Coaching*

- Use executive coaching techniques to develop leaders' potential and improve their management and leadership skills
- Implement coaching strategies to strengthen individual and group performance in the organizational environment

Module 6. Talent Management

- Design analysis, recruitment, selection, and talent evaluation processes aligned with competency-based management and organizational performance models
- Implement motivation, training, employer branding, and innovation strategies to enhance high-performance teams and manage talent in changing environments

Module 7. Strategic Communication

- Develop skills in internal and external communication to strengthen corporate image and improve organizational cohesion
- Implement communication strategies that promote transparency, trust, and alignment of objectives at all levels of the company

Module 8. Ethics and Corporate Social Responsibility

- Apply ethical principles in human resources decision-making, ensuring equity and fairness in organizational processes
- Integrate corporate social responsibility into human resources strategy, promoting practices that contribute to social and environmental well-being

Module 9. Transforming Human Resources in the Digital Era
- Implement digital tools and emerging technologies to transform human resources management and improve organizational efficiency
- Develop and integrate technological platforms that optimize recruitment, training, and performance management processes in a digital environment

Module 10. Leadership, Ethics, and Social Responsibility in Companies
- Develop ethical and responsible leadership skills to guide the organization toward sustainable success
- Promote leadership practices that balance business profitability with social and environmental well-being

Module 11. People and Talent Management
- Design human resources policies that favor talent management and promote a positive organizational culture
- Develop succession plans and training programs to ensure the continuous growth and development of key personnel

Module 12. Economic and Financial Management

- Apply economic-financial management principles to optimize the use of resources in the human resources department
- Evaluate the impact of human resources decisions on the financial health of the organization and its growth projections

Module 13. Commercial Management and Strategic Marketing

- Develop and implement marketing and internal communication strategies that align the corporate image with human resources values
- Create strategic marketing plans to attract and retain talent, enhancing the company's value proposition for potential employees

Module 14. Executive Management

- Develop executive management skills to lead teams and processes within the organization, ensuring optimal performance
- Apply advanced management techniques for making strategic decisions that drive organizational efficiency and productivity

Take the opportunity to train at TECH and lead the change, transforming Human Resources into a strategic pillar!"

Career Opportunities

Upon completing this postgraduate program, graduates will position themselves as strategic leaders in the field of human resources, capable of aligning human talent with corporate objectives and successfully managing organizational change. In this way, the program will open a range of professional opportunities, enabling business leaders to take on key roles. Additionally, the skills acquired will allow them to access both public and private sectors, multinational companies, startups, and organizations that prioritize employee well-being and labor sustainability. Finally, the ability to integrate emerging technologies will open up opportunities in business innovation and digital transformation areas.

"

This Executive Master's Degree will give you a competitive advantage, preparing you to make key decisions that will define the future of businesses.

Graduate Profile

The graduate will be characterized as a professional with solid training in strategic leadership, change management, and human talent optimization.

In fact, this profile will stand out for the ability to make data-driven strategic decisions, improve organizational performance, and foster an inclusive, ethical, and sustainable corporate culture. In this way, this expert will be prepared to assume leadership roles in human resources, with skills to manage high-performance teams, implement innovative talent management solutions, and lead digital transformation within organizations.

Leadership Roles: You will take on leadership roles, managing talent and making key decisions that will impact organizational success.

- **Optimization of Organizational Processes:** Identify and solve challenges in human resources management, using digital tools and data analysis to optimize employee selection, training, and retention.

- **Strategic Leadership and Digital Transformation:** Lead organizational transformation by implementing innovative technological solutions that enhance corporate culture and team performance.

- **Organizational Change Management:** Design and implement strategies to help organizations adapt to continuous change, using agile methodologies and emerging technologies to facilitate the transition.

- **Talent Management with an Analytical Approach:** Utilize data and advanced analytics in decision-making regarding talent management, maximizing employee performance and motivation.

After completing the university program, you will be able to apply your knowledge and skills in the following positions:

1. **Chief Human Resources Officer:** Responsible for leading the global human resources strategy within the organization, integrating innovative policies and technologies to improve talent management and align it with corporate objectives.

2. **Talent Management Director:** In charge of designing and implementing programs for attracting, developing, and retaining talent, utilizing advanced data analysis tools and technology to optimize selection processes.

3. **Strategic HR Consultant:** Responsible for advising companies on the implementation of human resources strategies that enhance operational efficiency and organizational well-being, incorporating digital and analytical solutions.

4. **Digital Transformation Leader in HR:** In charge of leading the integration of emerging technologies, such as artificial intelligence and digital platforms, into human resources management to improve efficiency and decision-making within the organization.

5. **Organizational Development Director:** Responsible for designing and implementing strategies to optimize the organizational structure, improving collaboration, internal communication, and corporate culture.

6. **Compensation and Benefits Director:** Manages employee compensation, benefits, and well-being programs, using technology to personalize and optimize job offers.

7. **Organizational Change Management Leader:** Manages the transition to new organizational models, supporting employees in the adaptation process by implementing change technologies and transformational leadership.

8. **Diversity and Inclusion Manager:** Develops policies and programs that promote an inclusive and diverse work environment, using technological tools to measure and improve equity within the organization.

9. **Training and Development Manager:** Designs continuous training plans that use digital platforms and learning technologies to enhance employee skills in alignment with the company's strategic goals.

10. **Internal Communications Manager:** Manages communication between different hierarchical levels within the organization, using advanced technologies to strengthen relationships with employees and foster a strong organizational culture.

This MBA Executive Master's Degree will allow you to develop a global perspective and become a leader capable of facing the challenges of digital transformation"

06
Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

"

At TECH you will NOT have live classes (which you might not be able to attend)"

The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

" *The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"*

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.

20%

15%

15%

3%

20%

17%

7%

3%
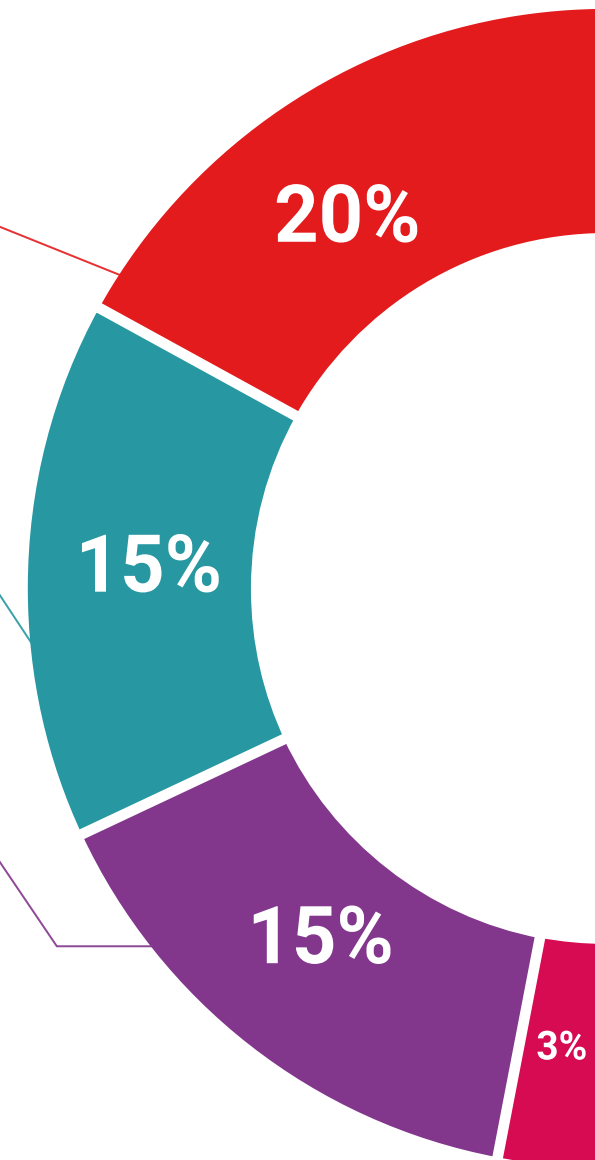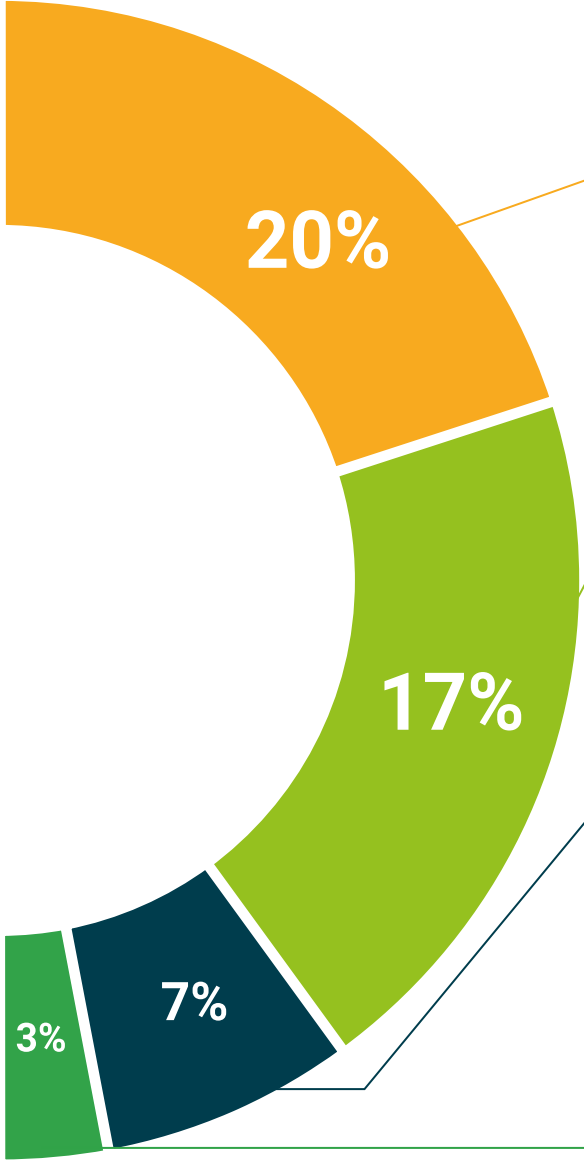
Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an expert strengthens knowledge and memory, and generates confidence for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

07
Teaching Staff

The faculty of this university degree program is composed of a team of highly qualified professionals with extensive experience in both the academic field and the business world. In fact, the instructors are not only experts in Human Resources, but have also distinguished themselves as leaders in their respective areas. Additionally, there will be participation from International Guest Directors who will maximize the academic benefits of this postgraduate program. All of this will allow graduates to be trained by top-tier figures, highly recognized in the CHRO (Chief Human Resources Officer) landscape.

You will have access to a curriculum designed by true leaders in Human Resources"

International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, Jennifer Dove is an expert in recruitment and technology strategy. Throughout her career, she has held senior positions in several technology organizations within *Fortune 50*companies such as NBCUniversal and Comcast. Her background has allowed her to excel in competitive, high-growth environments.

As Vice President of Talent Acquisition at Mastercard she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and Human Resources Managers to meet operational and strategic hiring objectives. In particular, she aims to build diverse, inclusive and high-perfoming teams that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for amplifying Mastercard's employer brand and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of Human Resources professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in Organizational Communicationfrom the University of Miami, she has held management positions in recruitment for companies in various areas.

On the other hand, it has been recognized for its ability to lead organizational transformations, integrate technologies into recruitment processes and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented occupational wellness programs that have significantly increased employee satisfaction and retention.

Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree in Organizational Communication from the University of Miami

Thanks to TECH, you will be able to learn with the best professionals in the world"

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of **cloud services** and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.

Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- Degree in Environmental Studies from The Evergreen State College

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International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation**, **Marketing**, **Strategy** and **Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders,** focused on their **customers** and the **digital world.**

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff** and **shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT**, **employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers'** complex **decarbonization** demands **supporting** a "**cost-effective decarbonization**" and **overhauling** a fragmented **data**, **digital and technology** landscape. Therefore, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications** of **Artificial Intelligence,** a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce.**

Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Bachelor's Degree from the University of Leeds
- Postgraduate Degree in Business Applications of AI for Senior Executives from the London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD

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International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity, vendor data updates** and vendor **prioritization** . He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement** and **attribution.** In fact, he has received a number of accolades for his work, including the **BIM Leadership Award,** the **Search Leadership Award,** the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award and the EMEA Best Sales Model Award.**

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst,** in Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.

Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, United States
- Senior Manager, B2B Analytics and Technology, Google, United States
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, United Kingdom
- Supply Chain Manager at Airbus, Germany

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International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Product**, **Merchandising** and **Communication**. All of this linked to prestigious brands such as **Giorgio Armani**, **Dolce&Gabbana**, **Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business objectives**. In addition, he is recognized for his **proactivity** and **adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness,, market vision** and a **genuine passion** for **products**.

As **Global Brand and Merchandising Director** at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel** and **accessories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. In this role, La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader** in the **Design**, **Communication** and **Sales departments**..

Furthermore, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure**, and **development** of **different collections**. In turn, he has been in charge of creating **effective calendars** for buying and selling **campaigns.**
He has also been in charge of the **terms**, **costs**, **processes** and **delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified   **corporate leaders** in **Fashion** and **Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).

Mr. La Sala, Andrea

- Global Brand & Merchandising Director of Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Degree in Business and Economics from the University of Eastern Piedmont

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International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull.** Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision-making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Café platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at *Big Data* analysis. In addition, he has held the position of **Director** of *Business Intelligence* at **Red Bull**, covering areas such as **Sales, Distribution and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley,** in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge skill. Because of this, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.

Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Chief Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-Commerce at the University of Copenhagen
- Bachelor's and Master's Degree in Mathematics and Statistics at the University of Copenhagen

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International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery.** In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and *trailers.*

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling.**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business.** Therefore, his professional profile stands as one of the most relevant in the current field of Marketing and **Digital Media.**

Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida

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International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management.**

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.

Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

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Management

Mr. González Ferrer, Óliver

- Director of Strategic Planning for Professional Recruitment at ManpowerGroup
- Director of Communication - Strategic Project Planning at Trabajando.com
- Marketing and Communication Manager at Trabajando.com
- Sociologist at the Fuerteventura Council
- Master's Degree in Advertising and Communication from the Pontificia Comillas University
- Bachelor's Degree in Sociology from the University of La Laguna

Teachers

Ms. Olmos Otero, Leire

- HR Manager at Sea & Ports MGM
- HR Manager at Marguisa Shipping Lines
- HR Technician at Prodemsa Asesores Legales y Tributales
- Master's Degree in Labor Law Consultancy
- Diploma in Labor Relations from Rey Juan Carlos University

Mr. Caparrós Jiménez, Javier

- Head of Professional Recruitment at ManpowerGroup
- International Director from HR Consulting at Universia
- General Director of Recruitment at Hay Group
- Director of Key Accounts - Area Manager at Ajilon
- Master's Degree in Legal Practice at Colex
- Law Degree from the Autonomous University of Madrid

Ms. Cañas García, Ana
- Interim Chief of Staff at Jotelulu
- Partner-Consultant and Digital Talent Area Coordinator at Cohaerentis
- Digital Talent Consultant at Talenttics
- International Recruitment Consultant at Binternational Group
- Recruitment Consultant at ARG Human Resources Advisor
- Bachelor's Degree in Law from the Charles III University
- Diploma in Labor Relations from the Charles III University

Dr. Ruíz Rodríguez, Raquel
- Director at Rétate School Talent and Science Consultancy
- Radio collaborator in the program "Rompiendo las Reglas"
- Director of Career Development
- HR Manager at Bureau Veritas
- Doctorate in Business Leadership from Rey Juan Carlos Univeristy
- Official Master's Degree in Neuromanagement from the Rey Juan Carlos University
- Gold level Master's Degree in Coaching at IEC
- Master's Degree in Human Resources at IMF
- Degree in Labor Relations from the University of Valencia

Ms. Lago Burgos, Iria
- Communication Manager at Obremo Group
- Communication, Marketing and Events at Innova&acción
- Corporate Communication and Marketing Coordinator at Trabajando.com
- Social Media Manager & Content Creator in MaDI
- Advanced Protocol in Communication, Marketing and Protocol
- Bachelor's Degree in Journalism from the Charles III University

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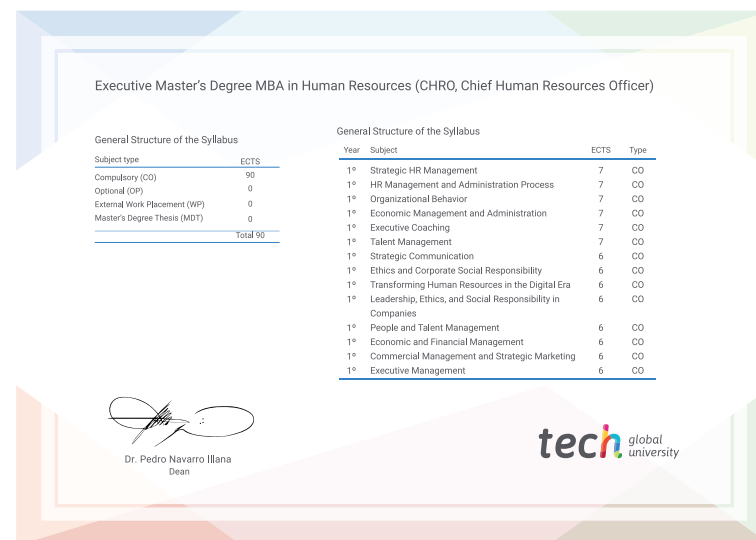
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