

Simina Simion

People and Culture Leader

Influential People and Culture leader with extensive experience in employee relations, executive coaching, employee development, talent management, performance management, change management, and process improvement. Ability to build meaningful relationships at all levels. Passionate about creating intentional cultures to support organizational strategies. Global experience (US, Europe, and China).

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US WORK EXPERIENCE

SVP of People

Tubular Labs

12/2017 - Present Mountain View, CA
Tubular is the leading global video measurement and analytics platform.

Achievements

- Built a stellar HR and Admin team; Hired 120+ new employees; Opened a new office in Singapore; Created and defined the Executive Value Proposition; Developed an intentional culture ~ the Tubular Way (6 modules: Hire/Sign/Onboard/Communicate/Grow/Lead with confidence) for consistency across our global offices; Improved parental benefits in 3 locations (Ukraine, UK, US); Implemented leadership training programs; Increased engagement score from 60% to 93%; Won Best Small Places to Work Award (2022); Moved the entire organization to remote first; Managed PIPs, RIFs, and terminations; Partnered with the Board to manage multiple leadership changes.
- Tubular Labs is a late-stage global, VC backed tech start-up.**

Director of HR

Perfect World Entertainment

10/2015 - 12/2017 Redwood City, CA
Perfect World Entertainment is a leading publisher of online multiplayer games.

Achievements

- Hired a strong HR, Payroll, and Admin team that offered support to 500+ employees; Addressed compensation and benefits gaps in all geographies; Transitioned to a self-funded medical plan and saved \$1M on health insurance costs; Increased cultural recognition from 3.4 to 4.3 on Glassdoor; Managed RIFs, M&A activity, change of ownership, control group compliance requirements; Developed policies and procedures for the company and all subsidiaries, while closely partnering with leaders in the US and China to shape the company vision and culture.
- Perfect World Entertainment was acquired by Gearbox.**

Director of HR

Transiris Corporation

02/2013 - 10/2015 San Carlos, CA
Transiris is a global Marketing Automation & Advertising consulting company (now rebranded Retina).

Achievements

- Employee #3; Scaled the company from 1 office and 3 employees to 3 offices and 68 employees in 15 months; Partnered with the Sales team to close two of the largest contracts w/ Kohls & Cisco; Developed and implemented the entire HR infrastructure.

Events & EA to VP of Product, Sales, Engineering

Quantcast Corporation

06/2011 - 02/2013 San Francisco, CA
Quantcast is an audience intelligence and measurement company.

Achievements

- Developed company-wide communication materials (monthly new employee profile newsletter, quarterly global event newsletter) to keep employees across multiple offices connected; Planned and organized conferences with 100+ attendees, career fairs, and top college recruiting visits to support the HR and recruiting department; Managed onsite events production and logistics to ensure a strong culture and motivation of top performers: Hackathons, team building events, team celebrations, monthly book club, meet-ups, and external speaker series; Sourced and negotiated venues and vendors to stay in or below budgets. Supported three executives.
- First job in the US after relocating from Europe. HR professional in Romania for 7+ years prior to moving to San Francisco.**

SKILLS

Global Strategic HR: 14+ years

Management and Leadership: 8+ years

HR experience in Europe (2004-2011): HR Project Manager (Ministry of Education, Bucharest, Romania) and HRBP (Adventure Inc. and Training Inc., Cluj-Napoca, Romania)

Strong interpersonal skills particularly negotiation and conflict resolution

Driving business growth through developing leadership capabilities, succession planning and talent optimization

Leading HR cost transformation strategies through technology and process improvement

Elevating the employee experience and the employer brand, including making successful efforts in driving diversity, equity and inclusion

Building intentional cultures that align to the business strategy

Designing workforce planning strategies, mergers & acquisitions, and handling a variety of complex business issues in a climate of constant change

EDUCATION

MS, Human Resources Management

Babes-Bolyai University, Cluj-Napoca, Romania

ORGANIZATIONS

SHRM - Society for Human Resource Management

FirstMark Capital - People Guild

INTERESTS

DEI

Organizational culture

Training and development

Coaching

West Coast Swing

Peloton