



TRINA TEO

Fractional CHRO | Workforce Transformation

Practising Management Consultant (SBACC PMC)

AI-Enabled HR Transformation Specialist

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EXECUTIVE SUMMARY

- Practising Management Consultant (SBACC PMC) and Strategic Workforce Transformation Leader with 30 years of APAC experience supporting SMEs and MNCs through organisational redesign, workforce transformation, capability development, leadership transition, and AI-enabled workforce strategy.
- Experienced in workforce consultancy, HR operating model transformation, talent strategy, succession planning, organisational scalability, and AI-integrated workforce solutions across multinational corporations, high-growth startups, and founder-led businesses.
- Proven ability to design scalable workforce systems, align people architecture with business growth objectives, and implement future-ready workforce strategies that improve organisational capability, leadership readiness, operational resilience, and workforce productivity.
- Combines deep APAC HR leadership experience with AI enablement, business architecture methodologies, and workforce technology integration to support future-of-work transformation initiatives.

CORE COMPETENCIES

Talent R.A.D.A.R.™ — Workforce Transformation Methodology

- Redesign Work, Acquire Capability, Develop People, Accelerate Execution and Realise Results. Apply this proprietary methodology to diagnose workforce barriers, prioritise transformation and connect business priorities to measurable outcomes.

Strategic Advisory for SMEs & MNCs

- Advise founders, SMEs, and leadership teams on workforce transformation, organisational scalability, AI-enabled workforce strategy, and future-ready people practices.

Workforce Transformation, Organisational Redesign & HR Operating Models

- Lead workforce transformation, organisational redesign, retention strategies, and scalable HR operating model initiatives that align talent, structure, governance, and operations with business growth and organisational scalability.

AI & Workforce Technology Enablement

- Integrate workforce technologies and AI-enabled solutions, including Claude CoWork, ChatGPT, N8N, Fathom, and Notion to improve automation, analytics, operational efficiency, workforce productivity, and future-of-work readiness.

Capability Development, Workforce Planning & Change Enablement

- Drive leadership capability, workforce readiness, succession planning, organisational scalability, and workforce enablement through strategic capability-building, KPIs, OKRs, executive coaching, and change management initiatives.

Performance Management & KPI Systems

- Implement performance frameworks, KPI systems, and workforce effectiveness strategies aligned to business outcomes and leadership accountability.

HR Governance & Compliance

- Develop scalable HR governance frameworks, workforce policies, SOPs, and compliance practices while navigating employment legislation and workforce matters across multiple jurisdictions.

PORTFOLIO CAREER HIGHLIGHTS

- Creator of the proprietary Talent R.A.D.A.R.™ workforce transformation methodology — Redesign Work, Acquire Capability, Develop People, Accelerate Execution and Realise Results. workforce transformation methodology — Redesign Work, Acquire Capability, Develop People, Accelerate Execution and Realise Results.
- Fractional CHRO at Ascend Marché, helping growing companies redesign work, strengthen capability and prepare their people for Human + AI collaboration.
- Advise SME founders and leadership teams on AI-enabled workforce transformation, organisational effectiveness, and future-of-work readiness across APAC markets.
- Integrate generative AI, no-code automation, and agentic workflow tools, including Claude CoWork, ChatGPT, N8N, Fathom, and Notion into HR, operational, and workforce productivity systems.
- Associate Lecturer in Human Resource Management and advocate for ethical, practical AI adoption and leadership development in the future-of-work economy.

PORTFOLIO CAREER OVERVIEW

Ascend Marché Pte Ltd — Fractional CHRO | Workforce Transformation (Self-Employed)

Fractional HR Leadership | Singapore & APAC | May 2025 to present

Key Achievements:

- Serve as an embedded, part-time CHRO to founders and leadership teams of growing companies across Southeast Asia, owning people strategy, workforce outcomes and HR systems across tech, consumer, wellness and education sectors, without the cost of a full-time hire.
- Lead workforce transformation using the proprietary Talent R.A.D.A.R.™ methodology (Redesign Work, Acquire Capability, Develop People, Accelerate Execution, Realise Results) to diagnose workforce barriers, prioritise transformation and connect business priorities to measurable results.
- Own organisational design, change management and restructuring through business scaling, M&A, leadership transition and pre-IPO phases, building the organisational capability and operating models that let businesses scale.
- Build future-ready talent pipelines through succession planning, career pathways, internal mobility and leadership development frameworks that strengthen capability and retention.
- Prepare organisations for Human + AI collaboration by redesigning work and embedding AI tools (Claude, ChatGPT, n8n, Fathom, Notion) into HR, learning and workforce productivity systems to improve analytics, decision-making and future-of-work readiness.

Supplements Group (TSG)—Marketing Manager

Biomedical Tech | Singapore | Jun 2024 – May 2025

Key Achievements:

- Drive regional brand expansion, strategic partnerships, and market education initiatives for Human Induced Pluripotent Stem (hiPS) cell banking across emerging wellness and regenerative medicine markets.
- Lead investor engagement, digital transformation initiatives, and AI-enabled marketing workflows to support global awareness, operational scalability, and business growth strategies.

Fraser and Neave Ltd.—Group Human Capital Manager | Group HRBP

FMCG | Singapore | Mar 2023 – Oct 2023

Key Achievements:

- Align business strategy with workforce planning, organisational capability, and people initiatives while supporting leadership teams during business transformation and operational growth.
- Served as appointed Data Protection Officer overseeing governance, risk management, business continuity, CSR, WHS strategy and organisational compliance across business units.

PORTFOLIO CAREER OVERVIEW (CONTINUED)

Tableau (via Peoplebank) —Interim Consultant, HR Business Partner, APAC

Technology / Data Visualization Software / APAC / Mar 2021 – May 2021 (Short-term contract)

Key Achievements:

- Delivered workforce analytics and strategic advisory to APJ leadership during a high-growth period.
- Designed and implemented data-driven solutions to elevate team performance and engagement.

Key Reply Pte Ltd—Interim Regional Head of People & Talent

AI Chatbot Startup | Singapore | Feb 2019 – Jul 2019

Key Achievements:

- Built scalable HR foundations, workforce systems, and performance frameworks for a rapidly growing AI chatbot startup across Southeast Asia.
- Partnered with founders, CEO, and CTO on organisational redesign, workforce planning, leadership capability, and talent scalability initiatives during high-growth expansion.

Fraser and Neave Ltd.—Senior Group Human Capital Executive (End of Contract)

FMCG | Singapore | Oct 2017 – Sept 2018

Key Achievements:

- Supported regional Total Rewards initiatives and project-managed enterprise-wide job evaluation and compensation benchmarking exercises aligned to workforce structure and pay equity objectives.

Circles.Life—Interim Regional HR Consultant (End of Contract)

Digital Telco | Singapore | May 2016 – Sept 2016

Key Achievements:

- Partnered with founders and leadership teams to design scalable HR processes, workforce structures, and talent strategies supporting rapid regional expansion and organisational growth.
- Strengthened hiring, retention, employee engagement, and workforce scalability initiatives within a fast-pa digital transformation environment.

MSIG Holdings Asia Pte Ltd—Regional VP, Human Resources

Insurance | Singapore | Jun 2010 – Dec 2010

Key Achievements:

- Created a 3-year ASEAN HR roadmap aligned with regional business goals.
- Lead job evaluation in Vietnam using Towers Watson GGS to promote clarity and pay equity.

Ascend Marché Pte Ltd—Principal HR Consultant (Self-Employed)

Consulting | APAC | Oct 2008 – Jun 2010

Key Achievements:

- Deliver end-to-end HR partnering, rewards frameworks, and interim HR leadership.
- Oversee APAC-wide compensation and talent search mandates with 3X ROI.

NALCO Pacific—Regional Human Resources Manager

Industrial Services | APAC | Aug 2007 – Sept 2008

Key Achievements:

- Led regional HR strategy, workforce planning, and organisational capability initiatives across 14 APAC markets while managing a USD56M HR budget and supporting business transformation objectives.
- Implemented SAP HRIS integration and overhauled regional job architecture using Mercer IPE to strengthen workforce alignment, organisational scalability, competitiveness, and pay equity.

PORTFOLIO CAREER OVERVIEW (CONTINUED)

American Express International, Inc—HR Manager, ASEAN

Financial Services | Singapore | Nov 2005 – May 2007

Key Achievements:

- Functioned as ASEAN HR Director, partnering with senior leadership teams on workforce planning, talent strategy, organisational capability, and regional people transformation initiatives.
- Delivered over 150 hires across ASEAN markets within 18 months while strengthening internal mobility, leadership capability, compensation practices, and progressive workforce policies.
- Conducted compensation workshops and led regional job evaluation initiatives aligned to workforce effectiveness and organisational growth.

Yum! Restaurants International—Manager, Human Resources

QSR | Asia Franchise | Apr 2002 – Sept 2005

Key Achievements:

- Built and scaled regional HR functions across Asia Franchise markets, supporting workforce growth, organisational capability, and operational scalability initiatives.
- Co-led M&A due diligence activities for A&W and Long John Silver's while supporting organisational restructuring and workforce integration initiatives.
- Developed onboarding, compensation, HR communication, and workforce engagement systems to strengthen operational effectiveness and employee experience.
- Partnered with Finance and IT leadership to optimise rewards structures and support regional team restructuring initiatives aligned to business transformation goals.

EARLIER ROLES

Robert Walters Singapore — Executive Search Consultant

Executive Search | Singapore | Aug 2000 – Nov 2001

KPMG Consulting — Certified PeopleSoft HRMS/Payroll Consultant

Consulting | Singapore | Jan 1999 – Feb 2000

MK Electric (S) Pte Ltd — Human Resources Officer

Manufacturing | Singapore | May 1996 – Dec 1998

EDUCATION

MBA — Murdoch Business School, Australia | 2008

Bachelor of Arts in Economics & Japanese — Swinburne University of Technology | 1993

Diploma in Digital Marketing & AI Integration — SCTP, Bells Institute | 2025

CERTIFICATIONS

Consulting, HR & Leadership Certifications

- Practising Management Consultant (PMC) — SBACC | 2025 - 2028
- Global Remuneration Professional (GRP) — WorldatWork Society of Certified Professionals, USA | 2004
- Marshall Goldsmith Stakeholder Centred Coaching (Certified Coach) | 2013
- Certified Recruitment Consultant (CRC) — Recruitment & Consulting Services Association (RCSA) | 1997
- Thomas International — Certified in Personal Profile Analysis & Human Job Analysis | 2000
- Human Resource Consulting Foundation Course — Institute of Personnel Consultants | 1997
- Strategic HR Business Alignment — Human Capital Source / Octagon | 2006
- CEI KAH Certification — Ministry of Manpower, Singapore | 2011
- Profiling & Developing Core Competencies — Corporate Resources Group | 1996

AI, Digital Transformation & Future-of-Work

- Diploma in Digital Marketing & AI Integration — SCTP, Bells Institute | 2025
- AI Business, AI Marketing, AI Content Creation & AI Superhuman Certifications, including Claude CoWork Workflow Automation & AI-Enabled Business Architecture — Academy of AI (AOAI) | 2024–2026