

Olga Dubrovina

HR Business Partner | People Partner | Full Employee Lifecycle & Talent Development

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Summary

HR leader with 18 years of experience owning the full employee lifecycle, from hiring and onboarding to development, retention and offboarding. Built HR and learning functions from scratch in fast-growing companies: a multi-brand car dealer group (120 to 1,200 employees), a Brazilian franchise network (5 to 56 employees in 10 months) and a corporate university for a 750-employee logistics company. Trusted partner to managers: developing leadership skills, reading team health through data, and turning findings into concrete initiatives. Experienced with distributed and remote teams in multicultural environments, including work under different labor law systems. Background in organizational psychology.

Core competencies

- **HR business partnering:** partnering with managers, organizational design, workforce planning, sensitive cases (probation, low performance, terminations)
- **Hiring & onboarding:** high-volume and management hiring, remote onboarding, probation tracking
- **Learning & development:** corporate university, training design and delivery, LMS courses and knowledge bases, AI-assisted video courses
- **Performance & talent:** competency models, assessment, development plans, internal talent pool, succession
- **Engagement & culture:** eNPS and engagement surveys, company values, internal communications
- **Compensation & HR operations:** bonus schemes, payroll calculation, employment contracts, HR policies and procedures, HR process automation

Experience

HR Director — Capipoint Coffee

Jan 2026 – Present · São Paulo, Brazil (remote)

Franchise network of self-service grab-and-go coffee points, with 11 locations across 4 regions of Brazil.

- Scaled the team from 5 to 56 employees in 10 months, hiring across all staff categories; manage a recruiter.
- As the company's first HR hire, built the HR framework from scratch: org structure, job descriptions, HR policies and procedures.
- Designed onboarding, adaptation and training, ensuring quality of hire: 79% of new hires pass probation.
- Built bonus and salary calculation, and drafted employment contracts in line with Brazilian labor law.
- Launched the first engagement survey: eNPS +34, 84% participation, average score 8.9/10; presented findings to leadership.
- Act as the bridge between Russian-speaking founders and a Brazilian team, aligning management practices across cultures.

HR Business Partner (contract) — Logistics company, Russia

Jul 2024 – Jan 2025 · Remote · 750 employees

Road freight carrier operating since 2007, with its own fleet of about 300 trucks.

- Built a corporate university from scratch in 3 months to train candidates as logistics specialists before hiring.
- Trained 125+ candidates; 80% completed adaptation and were hired.
- Designed the curriculum with in-house subject-matter experts; built online courses and a knowledge base in the LMS.
- Created onboarding, adaptation and assessment for the remote team, which enabled the launch of a new business line.

Business Trainer & Coach — Self-employed

Dec 2022 – May 2024 · Remote

- Designed and delivered business trainings on team management, onboarding, motivation and soft skills.
- Provided individual and leadership coaching.

Head of Talent — Groupe Clarins

Aug 2017 – Dec 2022 · Volga & South regions, Russia

French luxury skincare group present in 150+ countries. Owned the full employee lifecycle for 70 employees across the region, with extensive travel; managed 2 coordinators.

- Designed a training program that cut time to productivity for new hires by 30%.
- Advised managers on development and performance management, contributing to a 15% increase in KPI achievement.
- Launched a coaching-based motivation program that raised engagement and loyalty scores by 10%.
- Automated KPI tracking for the trainer team, saving 5% of their working time.

Regional HR Business Partner, West Region — Multi-brand car dealer group (Toyota, Lexus)

Apr 2008 – Aug 2017

Official dealer group with 50+ dealerships. One of three regional HR leads reporting to the Group HR Director, covering 12 dealerships: 7 Toyota and Lexus, plus Nissan, Kia, Mazda, Peugeot and Datsun.

- Built the HR function from scratch and led a team of 6.
- Supported headcount growth from 120 to 1,200 employees, with up to 200 hires a year at peak.
- Created an internal talent pool that filled 80% of middle-management roles.
- Launched competency assessment and training for all staff, from sales and service consultants to senior managers.

Projects

Co-founder, Learning Content — Stocks 2 Buy (Diversset)

2025 – Present · Part-time · Remote

App for US stock market analysis.

- Developed learning materials for app users; produced 30 video lectures with AI tools (visuals, voice-over, editing).

Education & certifications

Modern University for the Humanities — Psychology, specialization in Work and Organizational Psychology · 2002 – 2007

- Professional Coach (ICF-accredited program) — Erickson College International · 2014 – 2015
- Agile Certified Professional — Product Lab · 2022
- Team Trainer & Team Coach — Mark Kukushkin Open Trainer University · 2020
- Interactive Technologies in Distance Learning · 2020

Tools & languages

Tools: iSpring, Articulate, StartExam, Platrum, Notion, ClickUp, Miro, Google Workspace, Canva, 1C; AI — ChatGPT, Claude, Gemini, NotebookLM, Nano Banana, ElevenLabs, DaVinci Resolve

Languages: Russian (native), English, Spanish, Portuguese