

PROFILE CONSULTANT / TRAINER

Daniel Laya

Consultant, Trainer and Coach
Network partner of CONTUR

Year of birth: 1973

Nationality: Spanish / Venezuelan



Key Activities	<ul style="list-style-type: none"> ▪ Human Resources transformation ▪ New technologies in Human Resources ▪ Leadership Development ▪ Team cohesion and engagement ▪ Individual and Team coaching
Employment history	<ul style="list-style-type: none"> ▪ Managing Partner - HRbots ▪ Managing Partner - Midentity ▪ HR Director - British American Tobacco Spain and Portugal ▪ HR Director - British American Tobacco Iran ▪ Organizational Development Mgr. - BAT Venezuela ▪ Rewards Mgr. - BAT Venezuela ▪ Marketing Mgr. AES Corporation ▪ Call Center Mgr. - AES Corporation ▪ Human Resources Executive - Parmalat ▪ Human Resources graduate – Universidad Católica Andrés Bello (VZLA)
Certificates	<ul style="list-style-type: none"> ▪ PCC Coach by International Coach Federation (Spain) ▪ Unlocking Immunity to Change accredited facilitator (USA) ▪ Executive coach – Newfield Consulting (Venezuela) ▪ Effective Leadership – Leadership Trust (UK) ▪ Information Tech for Business Strategy – IESA (Vzla)
References	<ul style="list-style-type: none"> ▪ Adjunct Professor – Instituto Empresa, School of Human Sciences & Technology. Madrid, Spain ▪ Supported development and change processes in organizations that range from full scale multinationals to NGOs and SMEs such as: Loreal, Coca-Cola, Viacom, Top Employers Institute, Caixa Bank, Unicef, Marionnaud, Mahou, Pikolin Home, Ferrovial, Segur Ibérica, Alares, Fundación Laboral de la Construcción, RAIS, Action Against Hunger, Müpro, amongst other. ▪ Partnership with Massachusetts Institute of Technology’s Humanyze start up, using wearable devices to drive cohesion in leadership teams.

Level of hierarchy

- Top-Management
- Middle-Management
- Project Manager
- Junior High Potentials
- Shopfloor Employees

Working languages

- Spanish
- English

Experience

- Spain, Portugal, Iran, Dubai, Venezuela, USA, UK, The Netherlands