

Hernan Funes

CHANGE MANAGEMENT & CULTURAL TRANSFORMATION

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Portfolio: peoplemakethechange.com/?lang=en



SUMMARY

Prosci-certified Change Management, Cultural Transformation, and Communication Manager with experience leading end-to-end change activities across Source-to-Pay (S2P), Order-to-Cash (O2C), and Record-to-Report (R2R), alongside SAP S/4HANA transformation communication. Develops enterprise change strategies, change portfolios, leadership capability, cultural change, and practical adoption frameworks. Combines structured change methodology, culture-building, stakeholder engagement, training, and clear multi-channel communication to turn complex transformation into actionable change.

SELECTED IMPACT

- Created the company-wide SEED change framework, improving adoption by 60% for projects using the framework.
- Reduced the leadership change-maturity gap by 50% through targeted coaching and role-based training.
- Designed and delivered company-wide change training with 100% attendance and consistently full sessions.

EXPERIENCE

Team Coordinator Communication & Change

January 2024 - Present

KWS | Berlin, Germany

- Own end-to-end change management and cultural transformation initiatives across Source-to-Pay (S2P), Order-to-Cash (O2C), and Record-to-Report (R2R), defining change strategies, roadmaps, and the consolidated change portfolio.
- Created and rolled out the company-wide SEED change framework, giving teams a shared approach and practical tools; projects using the framework improved adoption by 60%.
- Coach colleagues and train leaders on their responsibilities as change sponsors and people managers, reducing the leadership change-maturity gap by 50%.
- Designed and delivered company-wide training for leaders and employees on leading and navigating change, achieving 100% attendance with sessions consistently fully booked; also coordinated engagement formats for 500+ participants.
- Build executive narratives, key messages, presentations, and articles that align stakeholders and make complex transformation clear and actionable.

Associate Communication & Change

January 2022 - January 2024

KWS | Berlin, Germany

- Supported the SAP S/4HANA transformation by delivering internal change communication across SharePoint, newsletters, workshops, and employee updates.
- Produced photography, campaign content, presentations, and workshop materials that translated system and process changes into clear, actionable messages.

Internship - Change Management

January 2021 - January 2022

KWS | Berlin, Germany

- Supported stakeholder engagement, communication materials, and culture-building activities, simplifying complex transformation topics for employee audiences.

Earlier Communication Experience

January 2016 - January 2021

LABVA · Thomson Reuters · National Television | Chile & Latin America

- Managed external communication, media relationships, stakeholder engagement, and brand visibility at LABVA.
- Produced and edited regional journalism, newsletters, analysis, and digital content for Thomson Reuters and National Television.

CERTIFICATIONS

Prosci

Change Management Certification

INSEAD

Transforming Your Business with AI

EDUCATION

University of Barcelona

Master's Degree in Corporate Communication

January 2024 - January 2025

Freie Universität Berlin

Master's Degree in Communication Science

January 2019 - January 2021

University of Chile

Bachelor's Degree in Communication and Journalism

January 2010 - January 2016

SKILLS

Change and Cultural Transformation: Prosci methodology, enterprise change strategy, cultural transformation, organizational culture, change portfolio management, leader coaching, employee engagement, stakeholder engagement, change capability building, training design and facilitation, adoption measurement, SEED change framework

Business Transformation: SAP S/4HANA, Source-to-Pay (S2P), Order-to-Cash (O2C), Record-to-Report (R2R), digital adoption, process communication, user guidance

Communication and Design: Executive narratives, key messages, leadership communication, presentations, articles, newsletters, workshops, photography, visual communication, Adobe Creative Cloud

Software: SharePoint, Jira, Power BI, Salesforce Marketing Cloud, Adobe InDesign, Illustrator, Premiere and Photoshop

LANGUAGES

Spanish: Native **English:** Fluent / native-level **German:** B2 **Czech:** A1

ADDITIONAL INFORMATION

Nationality: German-Chilean