



MEDIA RELEASE

LEWISA ANCIANO OF COAST CAPITAL SAVINGS NAMED BC'S HR PROFESSIONAL OF THE YEAR

Serena Aroon of SNC-Lavalin in Vancouver receives Rising Star Award

Vancouver, BC (April 29, 2015): The Human Resources Management Association (HRMA) has announced the winners of two annual awards – *Award of Excellence: HR Professional of the Year*, and *Rising Star Award*. The awards were presented today at HRMA's 53nd Annual Conference in Vancouver.

To read more about these winners or learn about HRMA's Professional Awards program, please visit hrma.ca

Award of Excellence: HR Professional of the Year

Given to a HRMA member who contributes by improving their organization's bottom-line, achieving business results, and demonstrating leadership and who serves as a personal and professional role model.

RECIPIENT - Lewisa Anciano, CHRP

VP, People, Coast Capital Savings, Surrey



Lewisa's introduction to Coast Capital Savings came in 2010 when she took on the organization as a client. Not long after, she joined Coast Capital Savings as the vice-president of people. Bringing with her a philosophy of "knowledge to action," Lewisa worked with her team to redevelop the Coast University Learning Initiatives program and engaged 80 per cent of employees. By 2013, Coast Capital Savings was outperforming the market, earned record profits and won several employer awards, including Canada's Top 10 most admired corporate cultures. Staff participation in training increased 20 per cent and feedback from focus groups was tremendously positive.

Continuing the trend of investing in people, Lewisa also created Coast's Inside First hiring policy. Since launching in 2014, 26 per cent of staff has been on the move within Coast Capital with 154 promotions and 195 lateral moves, and their new CEO was also hired from within. In addition, believing that her most important role is to empower her team and act as a champion, advisor and facilitator, Lewisa has at least 10 informal mentoring relationships every year.

Rising Star Award

Recognizes and publicly honours an HRMA member who is ‘lighting the HR community on fire.’ Our young HR trailblazers hold the future of the HR profession in their hands and are the lifeblood of many HRMA volunteer committees.

RECIPIENT - Serena Aroon, CHRP

Recruitment Advisor, SNC-Lavalin, Vancouver



Serena joined SNC-Lavalin in 2012, a company with 40,000 employees in more than 50 countries. She joined at a time when the Transmission and Distribution division had reached 65 employees in Vancouver and continued to grow. When the number surpassed 150, there were significant morale and attrition issues, and an employee satisfaction survey in 2013 revealed a sense of isolation in Vancouver from the larger team in Alberta. Turnover reached 23 per cent.

Inspired by the new CEO’s vision of employee engagement globally across SNC-Lavalin, she worked to create a strategy in which employees could take an active role in improving their own engagement and created a committee of employees. Serena proved the value of HR by aligning the team’s energies and efforts to the “We Care” value statements and strategic objectives. Within the first three months, survey results improved by more than 30 per cent and consistently increased for the next two quarters. Serena’s ideas were used as the platform to launch a formalized model in Calgary, Toronto, Montreal and Brazil. Earning the CHRP designation early in her career, Serena is currently a member of HRMA’s Coastal Vancouver Advisory Council. Her community spirit also extends to Dress for Success Vancouver Career Centre, where she donates her time and HR expertise to coaching clients through their job search.

About HRMA

The BC-based Human Resources Management Association (HRMA) is a non-profit organization dedicated to advancing the HR profession through advocacy, awareness and professional development opportunities such as conference, workshops, symposia, mentorship and volunteer programs. The association provides leadership to more than 5,500 members that collectively represent CEOs, directors of HR, consultants, educators, students, HR generalists, and small-business owners. Established in 1942, HRMA is a founding member of the Canadian Council of Human Resources Associations (CCHRA) and the exclusive grantor of the Certified Human Resources Professional (CHRP) designation in British Columbia and Yukon. www.hrma.ca.

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Interview opportunities and photos are available upon request.

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