

C-TEN by **HR**  TODAY

CHRO

Today Executive Network

Advice. Support. Best Practices.

C-TEN Meeting

Collaborative Group Discussion

June 12, 2025

3:00 PM ET | 12:00 PM PT

New Member

Welcome to C-TEN, Robin!

Robin is located in St. Petersburg, FL and currently serves as Global Chief People Officer at **PandaDoc**, document automation software as a service with built-in electronic signatures, workflow management, a document builder, and CPQ functionality.

In her role at PandaDoc, Robin is focused on building a talent organization that will help scale our business from \$20M to \$250M while maintaining our best workplace culture.

Robin was the 2025 HRO Today CHRO of the Year North America | Mid Market Award.



Robin Corralez
Global Chief People Officer
PandaDoc
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The background of the slide is a blurred, light gray image showing a laptop keyboard on the left and a pen on the right. A solid red horizontal band is overlaid across the center of the image, containing the main text.

C-TEN Website Preview & Testimonial Form

Collaborative Group Discussion

What's your biggest current challenge?

**Is there something you could use help
with right now?**

POLLING HIGHLIGHTS:

What is your most pressing HR or business challenge right now?

**Workforce Planning &
AI Integration**

**Finding & Retaining
Talent + Talent Gap**

**Navigating Current
Anti-DEI Climate**

**Employee Engagement
& Compelling Rewards**

**Managing Employee
Stress and Workload**

**Finding One HRIS
Platform**

**Tariff-Related
Economic Stress**

**Solving HR inefficiency
Issues (Tech and Team)**



POLLING HIGHLIGHTS:

Is there something you could use help with right now?

Conflict Resolution Strategies

Training Recommendations

Getting Executive Team Onboard with HR

Building AI Skills & Efficiencies

Alternatives to Labor-Heavy Systems

Resources to Support Mental Health of Staff

Business Integration from HR's Viewpoint

Navigating Employee Workplace Conflict

Guidance on HR Transformation

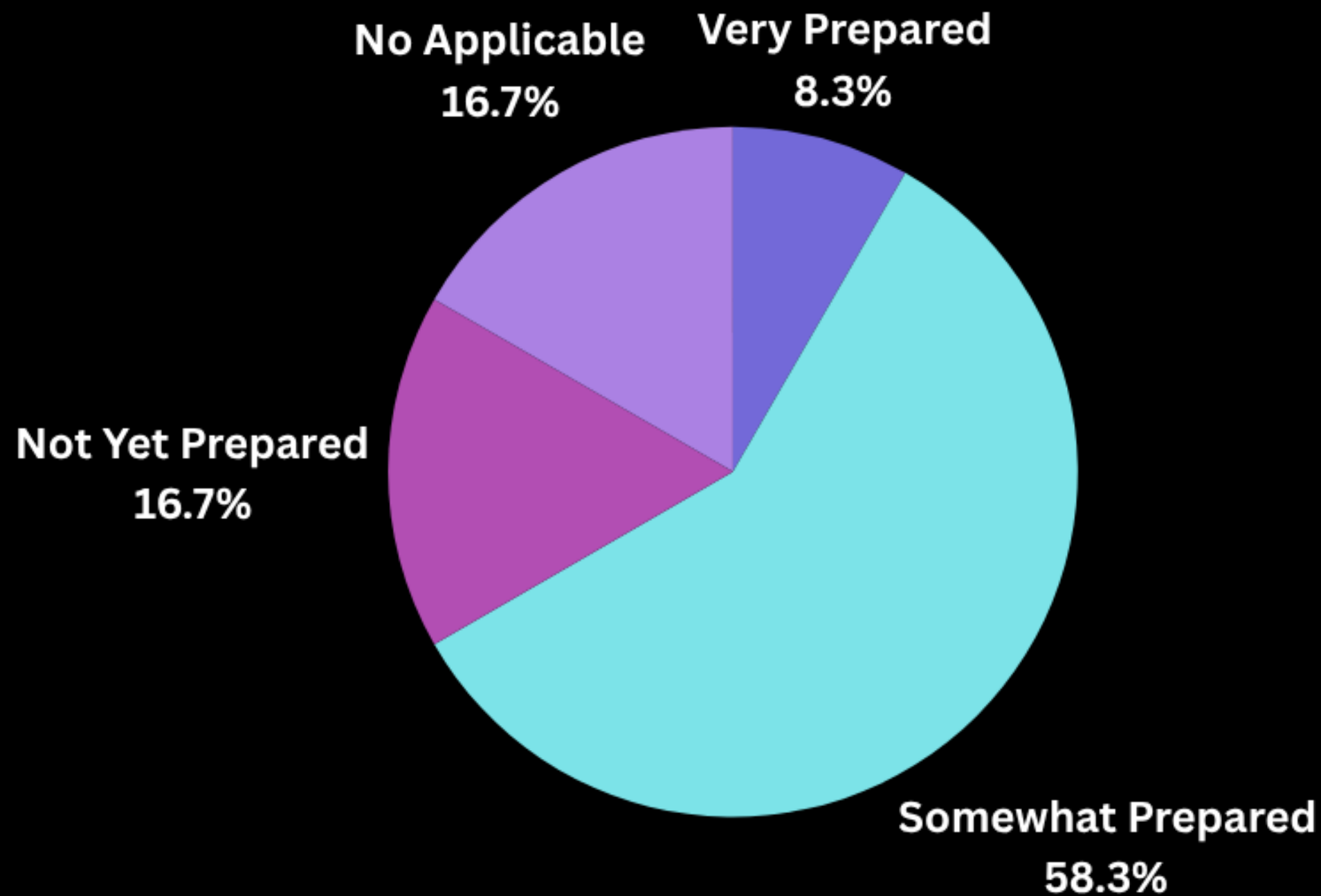


Collaborative Group Discussion

1. Tariff Readiness & Scenario Planning

With geopolitical tensions and trade policy shifts looming, how are HR and business leaders preparing for potential disruptions? What planning frameworks or cross-functional strategies are being used to protect workforce continuity and business agility?

HOW PREPARED IS YOUR ORGANIZATION FOR POTENTIAL TARIFF-RELATED DISRUPTIONS?

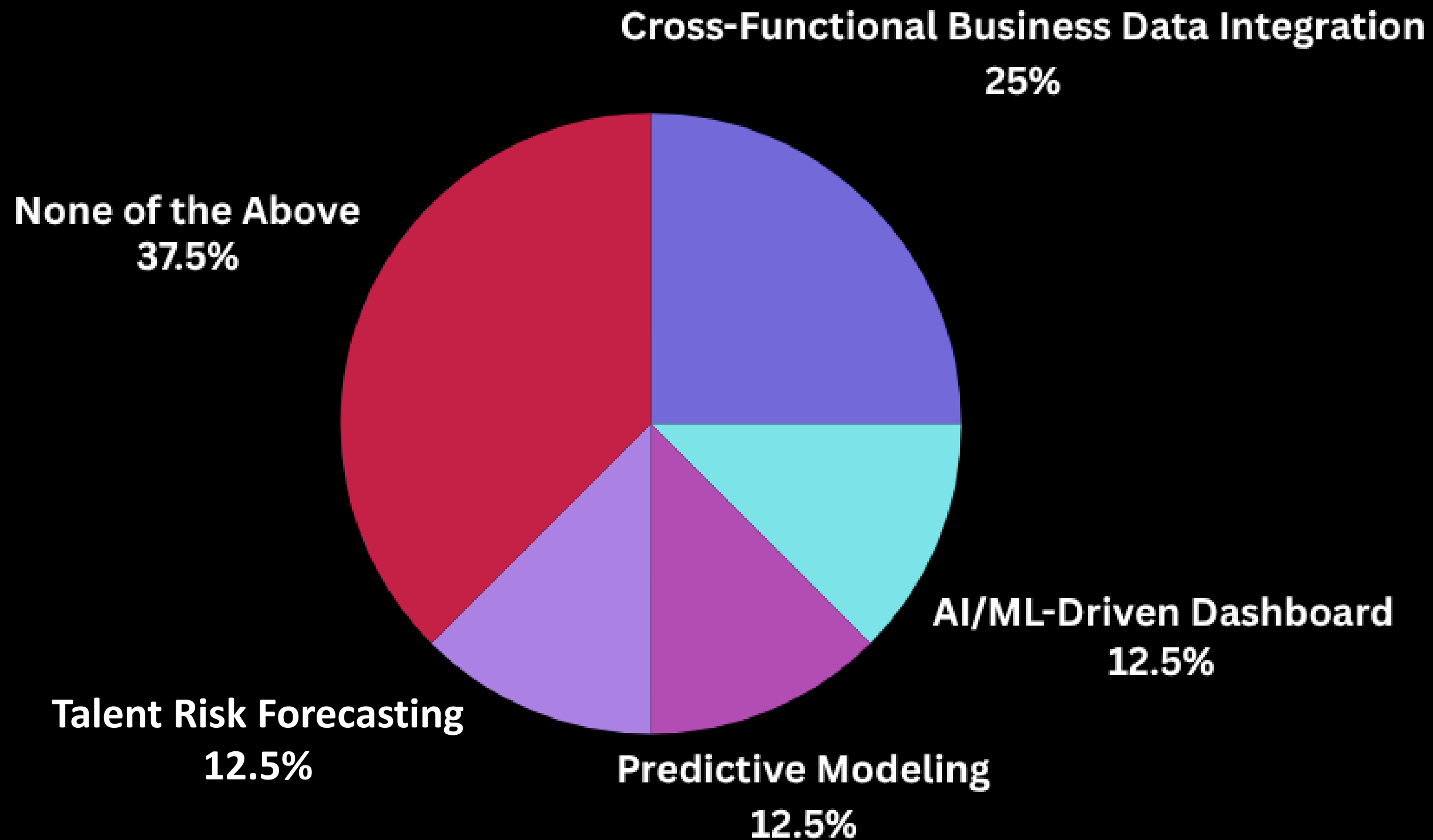


Collaborative Group Discussion

2. Advanced Workforce Analysis

What tools, dashboards, and data relationships are helping HR leaders move beyond basic metrics to drive meaningful strategic insights? We'll explore how members are using analytics to guide decisions around talent planning, DEI, productivity, and more.

WHICH OF THE FOLLOWING ARE YOU CURRENTLY USING FOR ADVANCED WORKFORCE ANALYTICS?



WHAT IS YOUR MOST PRESSING HR OR BUSINESS CHALLENGE RIGHT NOW?

- Workforce planning and infusing AI safely into the DNA of our business and everyday operations/practices.
- Formation of an integrated culture and efficient and consistent process implementation
- Finding and keeping talent
- Employee Relations Issues - Due to: Stress, Workload, and Relationship Mgmt challenges.
 - Continuing to keep associate engagement at high levels with so much uncertainty in the economy. Also staying out of the DEI crosshairs while preserving our culture.



WHAT IS YOUR MOST PRESSING HR OR BUSINESS CHALLENGE RIGHT NOW?

- Getting onto one HRIS Platform for all modules
- Not so much a challenge but instead a focus: AI Driven Enterprise Strategy
- HR Transformation that will impact HR Service Delivery through improved automation and improving process efficiency.
- Due to the tariffs and our industry is struggling to retain staff. We have had 2 downsizings this year already for 2025.



WHAT IS YOUR MOST PRESSING HR OR BUSINESS CHALLENGE RIGHT NOW?

- Recruitment
- Our most pressing issue right now is continuing to keep our workforce engaged and retained during a continuing down market. Unable to really reward with market type compensation levers but really leaning into other components such as work life balance, remote work (flexibility), spot awards to top 2% of the organization.



WHAT IS YOUR MOST PRESSING HR OR BUSINESS CHALLENGE RIGHT NOW?

- Most pressing HR - HR Systems Tooling and efficiency of the HR team - We are struggling to deliver due to inefficient tooling and a likely talent gap as well. I believe that things can be automated and there has to be a better way, but my team is struggling to deliver. As I evaluate new systems, I'm disappointed with what I see as options as most seem antiquated and unable to meet the global needs.



IS THERE A SPECIFIC AREA WHERE YOU COULD USE IDEAS, ADVICE, OR SUPPORT FROM YOUR PEERS?

- Would like to see examples of workforce planning frameworks and tools
- Integration of businesses from an HR operational and culture standpoint.
- Dealing with conflict between employees in the workplace
- Recommendations / Training Opportunities



IS THERE A SPECIFIC AREA WHERE YOU COULD USE IDEAS, ADVICE, OR SUPPORT FROM YOUR PEERS?

- Challenges you face with getting Executive team on board with HR
- Creating and driving an internal training program.
- How they are building AI skills/capabilities across their companies
- Companies who have been on the transformation journey from a people centric HR service delivery model to a more modernized/automated approach.



IS THERE A SPECIFIC AREA WHERE YOU COULD USE IDEAS, ADVICE, OR SUPPORT FROM YOUR PEERS?

- Not specific outside of the above which is around systems that meet global needs that are not labor intensive to manage like Workday.
- I need resources for mental health of HR and seminars on coping for HR. My team is relatively young and this has been a trying year for them.
- As many of my peers - practical examples of leveraging AI to create efficiencies.



IS THERE A SPECIFIC AREA WHERE YOU COULD USE IDEAS, ADVICE, OR SUPPORT FROM YOUR PEERS?

- As a company, we made a pivot from mid-year and year end reviews to a monthly check in process between the leader and the employee. We have been on this journey for two years now but would love feedback from other organizations that have also embraced a similar more fluid performance management path.



WHAT WORKFORCE INSIGHTS HAVE BEEN MOST VALUABLE FOR INFORMING YOUR HR OR BUSINESS STRATEGY THIS YEAR?

- Customer experience trends
- The power of AI and the current strategies others are applying this technology to the HR function.
- How many individuals are not looking for jobs, where the younger generation is looking for jobs
- Legal updates
- There is a desire for employees to receive training and seek growth opportunities. The challenge becomes working through the best way to provide training with limited resources and priorities.



WHAT WORKFORCE INSIGHTS HAVE BEEN MOST VALUABLE FOR INFORMING YOUR HR OR BUSINESS STRATEGY THIS YEAR?

- Macro economic and tech trends
- Working with consulting partners
- We primarily used internal insights for our 2025 strategy. We evaluated our own data around sentiment, turnover, compensation, and performance to drive 2025 strategy as we saw concerning trends beginning around culture and retention.
- DEI Strategies!





Thank you for joining us today!

Next C-TEN Meeting:

Thursday, July 10

3:00-4:00 PM ET | 12:00-1:00 PM PT