

WPP Media



Sonia Braga, Global CPO, WPP | Ford

Experienced and solutions-oriented HR professional with global/international HR experience. Proven success in building trusted relationships, applying business acumen to provide leaders with value-added HR solutions, ability to align HR strategies to business objectives, championing change and leading cultural transformation. Individual strengths include international HR experience, working in organizations that are morphing into global multi-national organizations, strong communication skills and ability to take broad objectives and lead them into action. Experience supporting businesses in the entertainment, media, sports, partnerships & sponsorship sales, marketing, licensing and merchandising industries.



Media is changing. So are we.

We are WPP's global media collective, built for the AI era.

We bring the best platform, people, and partners together to create innovative solutions that deliver unparalleled growth for brands - in every market, every day.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Utilization of AI technology to support onboarding and off-boarding initiatives, Talent Aquisition, People Analytics, Career Pathing and Leadership Coaching

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Workday, Culture Amp, Greenhouse, Valence, BetterUp

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

30

WHO DO YOU REPORT TO?

CEO, WPP | Ford

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

Up to 20M

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Developing business immersion program to supplement new-hire onboarding. Utilizing AI to reduce administrative tasks/time spent across not just HR but the entirety of workforce

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Listening / engagement strategies workforce planning

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

End of 2026

WHAT IS YOUR BUDGET FOR THIS PROJECT?

5M-7.5M

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Redefining Human Capital Through the Power of AI	C
Convergence of Employee Rewards & Employee Compensation	C
Empower Employees with Whole Person Self-directed Micro-Learning	B
Human Capital Management	B
Improving Hiring and Retention Strategy with Pay Access	B
Personalized Learning and Skilling to Enhance Engagement & Retention	C
Automating Employee Self Help with a Virtual Assistant	D
Integrating IT Support into Your Collaboration Tools (Slack and Teams)	C
Driving Employee Health and Community Among a Remote/Hybrid Workforce	C
Employee Well-Being and Engagement Solution	C
High Volume Recruitment	A
Building the Workforce of the Future	A
Focusing on Continuous Talent Transformation to Improve Business Results and HR Tech Value	A
Workforce Planning and Strategy	A
The Future of HR Service Delivery - Redefining the Employee Experience	B
Workforce Mental Health	C
Uncover How Your Employees Feel About Their Work and Company Culture	B
Use Feedback to Drive Higher Retention, Job Satisfaction, and Productivity	A
Create a Diverse, Equitable, and Inclusive Workplace With Employee Insights	B
Soft Skills Assessment Platform	C
Finding and Retaining Diverse and Hard-To-Find Talent	A
Workforce Architecture: Talent Mobility & Reskilling	A
Hire Anyone, Anywhere in the World Simply and Compliantly	B