

# IRMA BERMUDEZ, MCIPP

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## PAYROLL STRATEGY & TRANSFORMATION EXPERT

*Global Payroll Optimisation | Strategy Formulation | Process Improvement*



**Insightful, forward-thinking payroll strategist** with a proven track record of designing intelligent, AI-driven global payroll strategies, processes, and systems. Proven expertise in transforming multi-country payroll operations into highly efficient, compliant workflows through the strategic use of AI tools. Adept at leveraging leading-edge software and automation to elevate the employee experience, reduce costs, and streamline payroll operations.

### Core Competencies

- Global Payroll Planning & Strategy
- Payroll Operations Management
- AI & Automation Integration
- Payroll Transformation & Governance
- Project Lifecycle Management
- Analytical Problem Solver
- Payroll & Benefits Administration
- Process Improvement/Optimisation
- Communication & Negotiations
- Relationship/Partnership Building
- Strategic Vendor Management
- Mentor, Coach & Facilitator

### Professional Experience

**THE TRADE DESK** • London, UK • 2023 – Present

#### Senior EMEA Payroll Manager

Directed the payroll strategy across the EMEA region, ensuring full compliance and operational excellence. Partnered with leadership to execute the payroll strategy, introducing automation, dashboards, and process improvements to reduce manual effort, strengthen controls, and improve executive reporting.

- Built and led a high-performing regional payroll team; managed and continually strengthened vendor partnerships while delivering complex payroll transitions, including new country go-lives.
- Served as key escalation point and mentor for payroll staff, providing them with a strong foundation in payroll best practices.
- Established robust governance frameworks to mitigate risk, ensure audit readiness, and support regulatory reporting (P11D, P60, gender pay gap).
- Orchestrated payroll delivery across multiple EMEA jurisdictions with CloudPay, Workday (PECI), and equity administrators (RSU/ESPP).



**WEWORK** • London, UK • 2022 – 2023

#### EMEA, Payroll Manager

Managed and processed EMEA payroll across multiple countries. Reviewed and approved payroll reports, ensuring accuracy of data. Provided leadership, oversight, and direction for a team of local payroll leads, providing guidance and support as needed. Collaborated with other departments (including People, Finance, and Operations) to ensure efficiency and effectiveness of payroll-related processes.

- Successfully transformed the payroll function, leveraging technology to automate payroll processes and reporting.
- Collaborated with a third-party payroll provider to set up monthly payroll in multiple European countries.
- Instrumental role in multiple internal/external audits, successfully fulfilling 100% of regulatory reporting obligations.

**CORIO GENERATION** • London, UK • 2022

#### Global Payroll & Benefits Manager

Designed and rolled out a comprehensive payroll framework and operating model for two regions (EMEA and APAC) from the ground up, enabling the region's growth and compliance. Led payroll design and governance efforts, establishing scalable processes, vendor models, and operational controls to facilitate expansion into new markets.

- Directed payroll country launches, working with vendors and stakeholders to achieve compliant and timely go-lives.
- Integrated strategic governance frameworks to ensure compliance, efficiency, and sustainable payroll delivery.

**TOWER RESEARCH CAPITAL** • London, UK • 2021 – 2022

### **Payroll & Benefits Manager, EMEA & Canada**

Managed payroll operations for staff and expatriates across the EMEA, UK, and Canada. Strengthened governance standards through proactive payroll funding, GL oversight, timely reconciliations, and full audit readiness.

- Directed multi-country and expatriate payroll, aligning processes with local legislation and corporate requirements.
- Managed and maintained vendor relations to enhance performance, reduce risk, and support business goals.

**CURRENCIES DIRECT LTD.** • London, UK • 2020 – 2021

### **Global Payroll & Benefits Manager**

Prepared annual payroll operating budgets, managed pension schemes, developed payroll plans, and maintained monthly payroll workflows to ensure timely change implementation and precise payments to HMRC. Assessed monthly variance reports, reconciled control accounts, and periodically addressed complex payroll issues.

- Managed multiple outsourced agencies while overseeing UK and Global outsourced payroll efforts.
- Onboarded all new payroll providers to drive the company's expansion to new European jurisdictions.

**ROBSON MOORE** • London, UK • 2020

### **Workday Project Manager**

Assembled and led an agile project team, orchestrating Workday implementation efforts in a time-sensitive environment.

- Maintained the budget and schedules, efficiently assigning tasks and responsibilities to ensure on-time deployment.

**BS ASSOCIATES ADVISORS AND ACCOUNTANTS** • London, UK • 2019 – 2020

### **Payroll Bureau Manager**

Provided leadership and supervisory oversight for a team of payroll processors, managing end-to-end payroll services for a diverse client base. Cultivated and continually nurtured client relationships, ensuring high-quality service delivery.

- Trained and developed the payroll team, ensuring accurate and timely payroll processing.
- Capitalized on process improvement opportunities, enhancing revenue, mitigating costs, and reducing errors.

**YOUR GOLF TRAVEL LTD.** • London, UK • 2017 – 2018

### **Group Payroll & Benefits Manager**

Managed the payroll department, spearheading efforts to develop new payroll processes and procedures, reconcile control accounts, resolve internal/external payroll discrepancies, and produce payroll/benefits reports.

- Set up ~ 25 new employees and completed ~ 20 P45 and P60 forms on a monthly basis.

**EDWARD STANFORD LTD.** • London, UK • 2007 – 2017

### **Payroll & Benefits Manager**

Administered payroll and benefits; ensured the accurate calculation, validation, and auditing of payroll as well as the timely compensation of overtime and statutory payments.

- Processed documents outlining pension contributions, PAYE estimates, HMRC payments, and expense controls.

**ADDITIONAL ROLES:** Philip Hudson & Co Chartered Accountants, Payroll Bureau & Office Manager | Chandlers Chartered Accountants, Payroll Manager & Semi Senior Accountant | IB Consulting, Payroll Training Consultant | Axess Financial Services, Business Development Officer

## *Education & Qualifications*

**METROPOLITAN UNIVERSITY** – Bachelor of Arts (Hons), Accounting and Finance, 2:1

**Licenses & Certifications:** ACCA Part Qualified | Member, Chartered Institute of Practicing Professionals (MCIPP) | LEAN Management | Process Mapping & Flowcharts Certification

**Languages:** English (Fluent) | Spanish (Fluent) | Italian (Novice)