

Melbourne-based HR professional recognised as Rising Star

St Leonards, NSW (27 May 2020) – A Melbourne-based HR professional has been recognised in a prestigious list showcasing the future leaders in the HR field.

Asurion's Ashley Ferris has been included in Human Resources Director's annual Rising Stars report. Now in its fifth year, the 2020 report highlights emerging talents with fewer than 10 years of HR experience, who are able to demonstrate success in executing progressive HR initiatives.

Ferris commenced as Head of HR for ANZ in 2019 and took on the massive task of assisting Asurion with its full-scale transformation that year. The revamp saw Asurion consolidating three sites to one, restructuring all functional business areas, retrenching 55% of staff, and re-hiring 50% into its new HQ.

Ferris played a crucial role in making the transformation a success, capably managing the changes and helping people through it, both exiting and entering. Through careful communication, engagement, and a robust outplacement program, the departing staff were quickly rehired. Ferris also successfully faced up to the unique challenges of revitalising morale within the existing staff and providing stability to the new talent by focusing on the areas of community and leadership. He implemented several initiatives such as a new corporate volunteerism strategy, team-building programs, and a regular cadence of events to enable staff to have fun at work. He also helped build a new leadership team and set up a new people leadership program. Ferris gives back to the HR community by mentoring other HR professionals.

"HRD has once again showcased the HR industry's most promising talent, with 33 emerging leaders making the grade this year," says the editorial team at Human Resources Director. "This year's winners came from a variety of industries, including hospitality, healthcare, ICT, technology, financial services, beauty, education, public services, transport and logistics, and retail."

To view the full online report and to find out more about Ferris, click [HERE](#).

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