



## **Janaina Elias Tavares**

### **Profile**

I am a global Human Resources leader with 20+ years' experience driving organisational transformation across the nonprofit and fashion sectors. I specialise in building high-performing, multicultural teams and aligning people strategies to deliver measurable impact. As I Head of People and Culture, I lead cross-border, cross-functional initiatives that strengthen organisational resilience, foster inclusive cultures, and enable strategic change. My expertise spans governance, leadership development, and culture transformation, ensuring organisations not only set ambitious goals but have the people, systems, and culture to achieve them. I am deeply committed to diversity, equity, inclusion, and belonging, embedding these values into organisational frameworks to enhance accountability, quality, and integrity, principles at the heart of the CHS Alliance's mission. A core part of my leadership is championing staff well-being, recognising that the mental, physical, and emotional health of people is essential for sustainable performance and humanitarian effectiveness. My approach reflects the Core Humanitarian Standard's emphasis on people-centred, accountable, and continuously improving practices, ensuring these principles are lived at every level. With a proven track record of translating strategy into operational excellence, I bring a people-first, results-driven perspective that ensures mission delivery is sustainable, ethical, and impactful.

### **Why is the CHS Alliance important to the sector?**

CHS Alliance plays a vital role in the humanitarian and development sectors by establishing a clear global standard for quality, accountability, and people-centered action. It unites organizations around the Core Humanitarian Standard, ensuring that aid is delivered effectively and with integrity and respect for the individuals it aims to assist. By protecting those most affected and focusing on measurable results, the Alliance fosters trust in humanitarian efforts. Additionally, it promotes continuous learning and improvement while encouraging collaboration across the sector, ensuring that responses are more coordinated, consistent, and ultimately more effective.

### **What motivates you to join the Alliance's Board?**

I am motivated to join the CHS Alliance Board because its mission, advancing accountability, quality, and people-centered approaches in humanitarian and development work, aligns with my values and professional purpose. With over 20 years of international leadership experience, I have integrated diversity, equity, inclusion, belonging, and mental health into organizational strategies, recognizing their central role in safeguarding dignity, well-being, and resilience. The Alliance's commitment to the Core Humanitarian Standard and Code of Conduct mirrors my belief that ethical governance, inclusion, and integrity must guide every decision and action. I bring proven expertise in culture transformation, leadership development, and cross-cultural collaboration, enabling organizations to translate strategy into measurable, sustainable outcomes. My global perspective and record of building healthy, high-performing teams position me to strengthen the Alliance's governance and contribute meaningfully to its influence and impact worldwide.