



RAVDEEP SINGH

FROM HR LEADERSHIP TO TECHNOLOGICAL TRANSFORMATION

IT consulting services play a crucial role in the continuum of business operations, encompassing management, execution, rollout, and sustenance. These consultants serve as guides, aiding enterprises in refining their IT frameworks to effectively achieve their business objectives. SourceFuse is transforming the way today's most successful companies develop breakthrough roadmaps leveraging cloud-based technologies. Founded in 2006, SourceFuse has rapidly grown into a global technology partner, catering to businesses of all sizes, from startups to enterprise-level organisations. A leading AWS Advanced Consulting Partner, SourceFuse has 17 years of deep industry expertise with a niche focus on digital transformation & modernisation of legacy applications and databases. With our commitment to digital innovation, service excellence and customer success, we empower enterprises with modernisation-led cloud migration solutions. This is accomplished by harnessing their comprehensive array of open-source microservices and revitalising outdated applications. Ravdeep Singh, the Chief People Officer at SourceFuse, has been making remarkable contributions by integrating cutting-edge technologies seamlessly into the business from an HR standpoint and overall supporting SourceFuse to achieve its business goals including international expansions.

During a personal interview conducted with us, he shared insights about his formative years, and recent life experiences, and provided details about the functioning of the company.

Can you provide a concise overview of your career path?

Sure, I have accumulated nearly two decades of diverse experience across different regions. My primary focus has encompassed a comprehensive blend of people-centric processes and technological aspects. Over the course of my career, I've led cross-border HR transformations, orchestrated organisational shifts, and spearheaded global consulting endeavours. My journey has been characterised by developing cost-efficient HR strategies

that collaborate to drive cultural reforms and create engagement initiatives. With a proven track record in talent management and optimising resource allocation, my profile spans HR operations, acquisitions, learning and development. This amalgamation has been pivotal in nurturing my professional advancement over these 19 years. If you'd like a more succinct account of my origins, from the outset, my goal was always centred on stepping into leadership or people management roles. My HR journey commenced in a small-scale company, focusing on recruiting for BPOs before transitioning to broader recruitment roles, including domestic and US staffing.

Characterise SourceFuse as a company and elucidate its standing within the market. What key factors are crucial for building a successful HR team? What traits do you seek in potential team members?

SourceFuse is a rapidly expanding global organization that specialises in driving digital transformation and modernizing legacy applications. Our commitment to industry innovation, customer success, and migration solutions has led to remarkable achievements, including a strong partnership with AWS. We prioritise employee well-being and engagement, fostering a workplace culture that values personal and professional growth. Operating across diverse regions like the UK, US, Australia, and Europe, we collaborate closely with the Chief People Officer to cultivate vital leadership skills. Recognizing that HR encompasses more than employee experience management, we emphasise qualities like strategic thinking, data-driven intelligence, collaboration, resilience, adaptability, communication prowess, tech-savviness, and a passion for continuous learning. This holistic approach underscores our dedication to reshaping technology and driving progress in the industry.

How can you design training and development initiatives for employees that benefit both the company's advancement and their individual development?

Recognising the pivotal role of personal and organisational growth, and fostering employee engagement in enhancing their skills while contributing to the company, is of utmost importance. Businesses thrive on the dedication of their workforce, and ensuring a symbiotic relationship where employees actively champion the organization's success is a core principle we abide by and execute. This entails tailored development opportunities and prompt issue

resolution. The initial step involves pinpointing specific needs, aligning them with organisational objectives, and documenting the process comprehensively, with a strong focus on assessing training's return on investment. Empowering employees to embrace self-improvement and seamlessly integrate new technologies is integral, supported through robust resources like a learning management system. Transparent learning and development processes further strengthen this ethos, granting insights into organisational functioning.

How have you been utilising technology in your position, and what is your perspective on its contribution to enhancing the efficiency of your role's functions thus far?

In today's technological landscape, the focus has shifted towards employing tools and systems within the HR function, particularly in areas such as organisational assessments and the accessibility of critical real-time data for HR and management teams. This technology plays a crucial role in tasks ranging from financial forecasting, succession planning, and performance management to aiding major decision-making processes. The support it provides in HR management strategy is evident, especially in a fiercely competitive and rapidly changing environment. From applicant tracking and recruitment data acquisition to onboarding, training, and compliance management, technology has become pervasive. It has extended its reach to encompass workforce planning, reporting, employee engagement, and self-service initiatives. Essentially, technology's influence now permeates every facet of organisational and personal life, facilitating informed decisions and significantly streamlining HR operations.

What is the ultimate goal you are working towards in the future?

In my vision for the future, I envision myself actively engaged in SourceFuse, harnessing the process of continuous learning to extract novel ideas and approaches. My aim is to apply these innovative concepts and methods to enhance the organization's overall performance. Moreover, I continue to serve as a mentor, offering guidance to both advisors and individuals, supporting them in achieving holistic success – not just as employees, but as well-rounded individuals. I am committed to embracing change and rapid shifts, constantly seeking and implementing new strategies, as I firmly believe that stagnation must be avoided at all costs. Ultimately, my goal remains aligned with helping organisations and individuals thrive through my multifaceted efforts. [\[E\]](#)

RAVDEEP SINGH, CHIEF PEOPLE OFFICER, SOURCEFUSE

Ravdeep Singh adeptly manages Global HR Operations and People Processes, driving business outcomes across areas like Organisational Culture, HR Operations, Planning, Budgeting, Employee Development, and Talent Acquisition.



Empowering others to realise their potential is crucial. I align with a transformational leadership style