

# Natalie Whitmore

HR Manager

---

7 Wellington Street, Leeds, LS1 4DL · natalie.whitmore@gmail.com · +44 7821 556 073

March 23, 2026

## **Karen Reynolds**

Asda

Dear Karen,

I am writing about the HR Manager role at Asda's Leeds head office. I have spent nine years in HR across manufacturing and professional services. The last five as sole HR manager at Arla Foods' Leeds site, covering 420 employees across production, logistics, and office teams. Asda's scale, its mix of retail and corporate populations, and the transformation work under the new ownership are what make this role stand out to me.

At Arla, I manage the full ER caseload. 38 disciplinaries, 14 grievances, and 2 ET claims in the past year, with zero findings against the company. The project I am most proud of was leading a TUPE transfer of 65 warehouse staff when logistics was brought in-house: I ran the full consultation process, harmonised terms across 3 shift patterns within 6 months, and achieved a 94% retention rate at the 12-month mark with zero tribunal claims. I also cut site absence from 6.8% to 4.1% through an early intervention programme and manager training, saving an estimated £180,000 annually in agency cover. Before Arla, I was an HRBP at PwC partnering with 8 partners and directors on workforce planning and managing the annual promotion round for 120+ candidates.

I hold the CIPD Level 7 Advanced Diploma, I am an ACAS Certified Mediator, and I am a trained Mental Health First Aider. I would welcome the opportunity to discuss how my generalist experience and ER track record could support the people function at Asda.

Yours sincerely,

Natalie Whitmore