

Masuma Zulfakar

Masuma earned her Bachelor of Science and MBA, specializing in Strategic Human Resource Management, at the University of Wisconsin–Madison. She has over six years of HR experience, having worked in organizations such as ManpowerGroup, Ford Motor Company and most recently Veralto, supporting various HR functions including Talent Acquisition, Talent Management, and Employer Branding.

In 2022, Masuma joined Danaher/Veralto through their HR Leadership Development Program where she started as Manager of Talent Development for the Product Quality and Innovation Segment. She then transitioned into an HR Business Partner role at Videojet Technologies, where she supported Operations, Finance, IT, and Legal. In this role, she drove strategic HR initiatives, employee engagement, and organizational development.

In December 2024, Masuma joined Pantone, an operating company of Veralto, as a Senior HR Business Partner. In her current role, she provides strategic HR support to the Pantone leadership team, helping drive organizational effectiveness, talent development, and business growth.