

WAEEL OMAR

HR Leader & Strategic Business Partner

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PROFESSIONAL SUMMARY

Highly accomplished and strategic **Human Resources Manager** with 13+ years of progressive experience, specializing in full-cycle Talent Management, Organizational Development (OD), Recruitment strategy, and legal compliance across diverse industries, including Distribution, FMCG, and Auto Parts. Proven success in leading large HR teams, developing data-driven policies, and implementing robust performance management systems that drive high-performance cultures. Adept at leveraging analytics (Turnover, Market Pay, Retention Rate, Time To Hire, etc.) to inform high-level strategic decision-making and ensure regulatory compliance.

CORE COMPETENCIES

Talent Management & OD | Recruitment Strategy | HR Business Partnering | Performance Management | Change Management | Compensation & Benefits | Labor Law & Compliance | HR Data Analysis

PROFESSIONAL EXPERIENCE

United Distributors

HRBP (Recruitment and OD Head) | Sep 2024 – Present

- **Spearheaded** the recruitment strategy for all vacancies, from labor to white-collar staff and department managers, ensuring optimal headcount status and operational efficiency.
- **Managed** a team of HR business partners and coordinators, driving high performance in daily operations, compliance, and staff support across branches and market sales teams.
- **Conducted** complex HR investigations and provided critical legal recommendations to the HR Director and General Manager, mitigating company risk and ensuring adherence to policy.
- **Developed** and presented comprehensive, company-wide reports, including **Turnover Analysis** and **Market Pay Level** assessments, directly supporting C-suite compensation and structure decisions.
- **Led** OD initiatives by periodically reviewing and validating new structure requests and job descriptions to ensure alignment with organizational strategy and business needs.
- **Boosted** employee loyalty and engagement by initiating key programs like the "loans box," "new ideas and suggestions box," and team morning events.

El Noor for Auto Parts Importing

HR Head | Sep 2023 – Sep 2024

- **Directed** the entire Human Resources function, managing the full life cycle of talent, including talent acquisition, capability building, performance management, and succession planning.
- **Approved and managed** the quarterly review and update of the organizational chart and Manpower Planning (MPP), successfully reducing variations and optimizing business structure.
- **Analyzed** and recommended modifications to compensation and benefits policies, establishing competitive plans that ensured legal compliance and market competitiveness.
- **Monitored** and acted upon employee satisfaction surveys, identifying areas for improvement to maintain a timely and efficient level of employee services.

Al Watania Poultry Egypt

HRBP (HR Commercial Manager) | Sep 2019 – Dec 2022

- **Designed and implemented** the annual HR commercial team plan, including departmental charts, updated Job Descriptions, and headcount studies for commercial departments.
- **Managed and oversaw** the performance appraisal system, ensuring alignment with corporate targets and driving high-performance behaviors across commercial teams.
- **Led** all major HR-related projects, including the establishment of the sales commission system, travel allowances, and managing sensitive grievances and investigations.
- **Maintained** the pay plan and benefits program by continuously reviewing salary offers and studying salary surveys and market trends to ensure competitive employee packages.

Marengo Sweets

HR Section Head | Aug 2016 – Aug 2019

- **Provided** leadership during organizational change and facilitated productive communication channels between senior management and operational teams.
- **Established and monitored** Key Performance Indicators (KPIs) to measure departmental and company performance, ensuring optimal efficiency.
- **Implemented** rewards and recognition schemes to encourage employee engagement and positive reinforcement.

Rashideen Egypt for Trade Co

Recruitment and OD Team Leader | Jul 2010 – Apr 2016

- **Supervised** the recruiting team and **implemented** new, efficient sourcing methods (e.g., social recruiting, Boolean searches) to fill white-collar, blue-collar, and managerial.
- **Updated and designed** new recruiting procedures, including the job application and onboarding processes, significantly improving candidate experience.
- **Tracked** critical recruiting metrics such as time-to-hire and cost-per-hire, reporting on team performance and recommending ways to improve the employer brand.

EDUCATION

Master's degree in Human Resources El Sadat Academy for Management Sciences

Bachelor's degree in Business Administration El Sadat Academy for Management Sciences

CERTIFICATIONS & TRAINING

- **3R (Recruit, Retain, and Retrain) for HR Local Expert** (USAID)
- **Professional Data Analysis** (Machinfy)
- **Personnel, Social Insurance and Taxes 2024 in Egypt** (HRians)
- **Talent Management and Assessment Tools** (Leaders)
- **Organization Design & Development** (Leaders)
- **Interviewing Skills** (Amcham)
- **Talent Management** (HR Club)
- **Compensation and Benefits Workshop** (Misr Academy)

References are available upon request.