

Shimaa Abdelrhem Ahmed

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Professional Summary

Strategic Head of People & Culture / HR Business Partner with 10+ years of experience driving HR transformation and aligning people strategy with business growth. Proven track record in building scalable HR systems, leading organizational development, and enhancing performance and engagement. Data-driven leader recognized for influencing stakeholders and building high-performing cultures. Fluent in English and Turkish.

Professional Experience

Head of People & Culture

Morshed Worx Marketing Agency | Cairo, Egypt

Jan 2026 – Present

Lead the end-to-end People & Culture function, driving strategic HR initiatives aligned with business growth, organizational scalability, and leadership vision.

Key Achievements

- *Architected and executed a **full-scale HR transformation**, establishing governance, policies, and systems to support rapid organizational growth.*
 - *Partnered with executive leadership to define and implement **organizational design and workforce planning strategies**, improving structure efficiency and scalability.*
 - *Developed and deployed **performance management frameworks and KPIs**, strengthening accountability and elevating overall business performance.*
 - *Built and positioned a strong **employer brand**, enhancing talent acquisition quality and reducing time-to-hire.*
 - *Led culture and engagement initiatives, driving **sustainable improvements in retention, engagement, and employee experience**.*
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HR Business Partner (HRBP)

Morshed Worx Marketing Agency | Cairo, Egypt

Feb 2024 – Jan 2026

Served as a strategic partner to business leaders, aligning HR strategies with operational and

commercial objectives.

Key Achievements

- Translated business strategy into **actionable HR initiatives**, supporting organizational growth and capability building.
 - Led talent acquisition strategies, successfully building **high-performing, scalable teams** across functions.
 - Designed and executed **employee engagement and retention programs**, enhancing organizational stability.
 - Provided expert guidance on **performance management, employee relations, and change management**.
 - Leveraged HR analytics and insights to drive **data-informed decision-making** and continuous improvement.
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Senior HR Specialist

Biolab | Cairo, Egypt

Feb 2021 – Oct 2024

Managed comprehensive HR operations for a workforce of 150+ employees in a fast-paced environment.

Key Achievements

- Directed core HR operations including **recruitment, payroll, performance management, and employee relations**.
 - Led performance review cycles and development planning, contributing to **enhanced workforce productivity and capability development**.
 - Ensured **accurate and compliant payroll management**, minimizing discrepancies and operational risks.
 - Implemented process improvements that increased **HR operational efficiency and service delivery quality**.
 - Acted as a key advisor to leadership on **HR policies, compliance, and disciplinary frameworks**.
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Human Resources Specialist

Indorama Ventures | Cairo, Egypt

Jun 2018 – Jan 2021

Delivered integrated HR support across multiple functions including Personnel, Compensation & Benefits, Recruitment, and Performance Management.

Key Achievements

- Managed HR data and systems, ensuring **high standards of data integrity and compliance**.
- Supported the design and implementation of **competitive compensation and benefits structures**.
- Contributed to performance management processes through **HR analytics and reporting**.

insights.

- Executed full-cycle recruitment processes, improving **talent acquisition effectiveness**.
 - Identified and addressed training needs, supporting **employee development and organizational capability building**.
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Human Resources Coordinator

Mawaheb Academy | Cairo, Egypt

Jan 2016 – May 2018

Provided foundational HR and administrative support across recruitment, payroll, and employee relations.

Key Achievements

- Streamlined recruitment coordination and interview processes, improving **efficiency and candidate experience**.
 - Maintained accurate employee records and supported payroll administration.
 - Strengthened employee relations **through proactive communication and issue resolution**.
 - Supported internal initiatives to enhance **employee engagement and workplace culture**.
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Education & Certifications

- **Human Resource Management & Leadership** – Macquarie University (2022)
Organizational Design, Organizational Behavior, Leadership Adaptability
 - **Human Resources Analytics** – University of California, Irvine (2021)
 - **Certification in Human Resources** – IVL Dhunseri Company
 - **Bachelor of Accounting** – Faculty of Commerce, Suez University (2016)
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Key Skills

- *Strong interpersonal and communication skills, with professional business writing and email etiquette*
- *Solid operational expertise with high adaptability and problem-solving capabilities*
- *Ability to communicate effectively across all levels, building strong relationships with stakeholders and leadership*
- *Bilingual proficiency: Fluent in English and Turkish*