

## Contact

Mobile: +201271332452

mena\_sko2001@yahoo.com

<http://www.linkedin.com/in/hrminageorge>

## Address

Ashgar City compound, 6<sup>th</sup> October,  
Giza, Egypt

## Top Skills

Strategic Human Resource Planning  
HR Management  
Internal Communications

## Languages

English (Full Professional)  
Arabic (Native)

# Mina George

Head of People & Culture | Certified Assessor |  
HR Business Partnering Leader | Organizational  
Development & Talent Strategy | AI-Driven HR  
Transformation | Culture Architect | Performance  
& Capability Development



## Summary

People & Culture and HR Management Leader with **15+ years** of end-to-end HR experience across diversified industries, covering core HR operations, talent acquisition, organizational development, performance, learning, and employee engagement at both group and entity levels.

Proven track record in leading HR teams and functions, designing and executing data-driven people strategies, and partnering with senior leadership to align HR practices, policies, and culture with business objectives and sustainable growth.

## Experience

### Samcrete Holding

#### **Group HR Business Partner - People & Culture Lead** **October 2025 – Present**

- Leading group-wide People & Culture strategy across multiple subsidiaries, aligning workforce capability with organizational goals.
- Driving performance enablement, culture shaping, talent development, and succession planning initiatives.
- Using AI-driven talent analytics to support workforce planning and decision-making.
- Partnering with CEOs & business leaders to uplift employee experience and organizational effectiveness.
- Leading a team of 5 HR/People & Culture professionals supporting +1000 employees across 6 entities.

## **Kasrawy Group**

### **Group People & Culture Section Head**

**September 2022 - October 2025 (3 years 2 months)**

- Acting as the primary HR business partner to CEOs and senior leaders on people decisions, organization design, and workforce planning.
- Led OD, Talent Acquisition, L&D, Performance and Engagement strategies across the Group.
- Designed competency frameworks, job architecture, and capability development plans.
- Implemented digital learning journeys and AI-powered performance tracking tools.
- Drove culture & engagement initiatives that improved alignment across business units.

## **Akhnaton Trading and Distribution- EVA Group Limited**

### **Senior Human Resources Specialist**

**September 2018 - September 2022 (4 years 1 month)**

- Managed end-to-end HR operations including recruitment, onboarding, personnel, payroll input, and employee relations
- Handled personnel administration, contracts, social insurance, attendance, and compliance with Egyptian labor law.
- Coordinated with finance on monthly payroll, benefits, and deductions.

### **Tel Support (Telecommunication)**

Human Resources Officer

February 2018 - September 2018 (8 months)

## **Samcrete Engineers and Contractors**

Human Resources Specialist

January 2015 - January 2018 (3 years 1 month)

## **Brooke Hospital for Animals - Egypt**

Human Resources Coordinator

May 2013 - January 2015 (1 year 9 months)

## **Tag Training & Consulting**

Human Resources Assistant  
February 2012 - March 2013 (1 year 2 months)

## **Xceed**

customer service representative  
October 2011 - December 2011 (3 months)

## Education

### **ESLSCA University**

Master of Business Administration - MBA, Human Resources  
Development (In Progress 2025)

### **RITI**

Professional diploma, Human resources management (2019)

### **NGC academy**

Diploma, Human resources management (2012 - 2013)

---

### **Ain Shams University**

**Faculty:** Education  
**Major:** English Department  
**Grade:** Good  
**Graduation Year:** 2011

## Certifications

### **Riverwaves**

Assessors Skills Certification - JOBMASTER (2023)

### **American Chamber of Commerce in Egypt**

Carrer Certificate, Human Resources Management/Personnel  
Administration, (2013)

### **GVHR – Dr. Maguid Naguib**

New Labor Law (No. 14 for 2025), (2025)