

Mohamed Medhat Farouk, PHRI.

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Professional Summary

HR Business professional with 13+ years of experience across FMCG, healthcare, technology, real estate, and manufacturing. Proven record in driving business growth, operational excellence, and organizational transformation, including performance improvement, restructuring, and profitability enhancement. Experienced in designing and implementing HRIS systems, SOPs, workflows, and performance management frameworks that improve execution discipline, data accuracy, and operational control. Delivered measurable improvements in sales performance, recruitment efficiency, employee productivity, and engagement through structured operating systems. Led organizational change initiatives, workforce restructuring, and capability development programs that improved scalability and supported business expansion. Combines strong business understanding with deep expertise in human capital strategy, organizational design, and operational execution, ensuring alignment between people, processes, and business objectives.

Key Accomplishments

- Increased sales performance by **47%** through aligning workforce execution, performance management, and commercial capability with business priorities.
- Designed and implemented **end-to-end SOPs and operational workflows from scratch**, standardizing processes and improving execution consistency across functions.
- Built and deployed a **full HRIS system** covering organizational structure, personnel management, attendance, payroll, recruitment, and performance management modules.
- Improved **operational efficiency and data accuracy by 45%** through implementation of an integrated HR and workforce management system.
- Reduced HR-related operating costs by **3%** while maintaining service quality through process optimization and resource reallocation.
- Reduced recruitment time-to-fill by **30%** and improved quality of hires by **40%** through redesign of the end-to-end hiring process.
- Introduced a performance management system linking individual objectives to organizational goals, resulting in a **15% improvement in employee performance**.
- Implemented structured learning and development programs, increasing employee skill proficiency by **25%** across key functions.
- Led employee engagement initiatives, achieving a **20% improvement in employee satisfaction** based on annual survey results.

Competencies and Areas of Expertise

Strategic Leadership & Business Transformation	Digital Transformation (HRIS / ERP Systems)
Change Management & Organizational Transformation	Budgeting, Cost Optimization & Financial Discipline
Organizational Design & Workforce Structuring	Talent Strategy, Development & Succession Planning
Operations & Process Excellence (SOPs, KPIs, Workflows)	Coaching, Mentoring & Leadership Development
Performance Management Systems (KPIs, OKRs)	Compensation & Benefits Strategy
Data-Driven Decision Making & Business Intelligence	Cross-Functional Business Integration & Execution Alignment

Work History

HR Director & GM.
SFG Holding, Cairo, Egypt. (Real Estate).

Nov 2024 to Present.

1. Lead the Transformation Journey

- Drive the ongoing transformation of the company—from legacy operations to a modern, efficient, and high-performing systemized automated organization.
- Oversee the restructuring of departments to promote better coordination, accountability, faster decision-making mechanism and smother workflow
- Identify areas for improvement across all business units and departments and lead initiatives that modernize operations, systems, and culture.
- Align teams and resources with a clear roadmap for growth and operational efficiency.

2. Increase Revenue & Commercial Performance

- Take ownership of the company's financial performance, with a focus on growing revenue and maximizing profitability across projects.
- Work closely with sales, marketing, and all departments to improve deal closing conversion rates, pricing, customer retention and generation.

3. Strengthen Operational Efficiency

- Implement efficient systems and standardized processes to support growth, reduce delays, and eliminate inefficiencies.
- Create synergy across functions by improving communication flows and aligning operational practices.

4. Redesign and Align Departmental Structures

- Create SOPs, clear workflows and KPIs to ensure accountability, improve coordination, and support consistent execution across the company.
- Reorganize internal departments to ensure the business is structured for scalability and high performance.
- Define clear roles, responsibilities, and performance expectations for each department.

5. Reporting & Communication

- Deliver clear, structured, and data-driven reports, performance dashboards, progression summaries, to the Chairman, Board, and other key stakeholders.
- Ensure all decisions, initiatives, and key milestones are well-documented and easily accessible for internal review and audit purposes.

6. Financial Oversight.

- Lead annual budgeting and financial planning in coordination with the finance team.
- Monitor cash flow, cost management, and return on investment across all active and planned developments.

7. Build & Empower High-Performing Teams

- Build a strong, motivated, and capable leadership team across departments.
- Identify skills gaps, recruit top talent, and invest in leadership development and succession planning.
- Foster a culture of accountability, collaboration, and continuous improvement.

8. Lead Technology Integration & Business Modernization

- Lead the adoption of new ERP that support all business cycles.
- Automate all of the main process to enhance performance.

General Manager.
LeadInTop, Cairo, Egypt. (E-Commerce)

Aug 2024 to Nov 2024.

HR Director.
AlMehwar Hospital, Cairo, Egypt.

Jun 2023 to July 2024

- Collaborate with business leaders to understand the organization's overall strategy and goals.
- Align HR strategies and initiatives with the business objectives.
- Work on workforce planning to ensure the organization has the right talent in place.
- Planning Recruitment efforts, including identifying key skills and competencies needed for various roles.
- Planning and implementing onboarding and orientation processes for new employees.
- Developing and supporting performance management processes, including goal setting, performance reviews, and feedback.
- Manage the development and execution of the Organizational Development Systems, including creating Organizational Structure, Job Profiles, Departmental and Position KPIs, and Job Reforming Projects.
- Utilize HR technology tools and creating required HR systems to streamline processes and improve workflow efficiency.
- Creating and Implementing New HR policies, procedures, and systems
- Developing and Allocating budget for expenses related to Hiring, Employee benefits, Development and other HR projects.
- Analyze HR metrics and data to assess the effectiveness of HR programs, and make data-driven decisions.
- Overseeing various Payroll administration and personnel Management Processes.
- Work with managers to identify and address performance gaps.
- Prepare and present HR-related dashboard to Management Team.
- Planning Career Development and Succession Planning initiatives.
- Act as a trusted advisor to the business, providing HR expertise and insights.

HR Manager
ABC Hospital, Cairo, Egypt.

Nov. 2022 to May 2023

Organization Development Head
Nile Misr Medical Holding, Cairo, Egypt.

Jun. 2021 to Oct. 2022

Deputy HR Manager
AHBS, Cairo, Egypt.

Jun. 2020 to Jun. 2021

Area Talent Acquisition Manager
Andalusia Group for Medical Services, Alexandria, Egypt.

Jun. 2018 to Aug. 2020

HR Consultant
WeyakRX, Bahrain, Egypt.

Jan. 2017 to Jun. 2019

HR Section Head
Senior HR Specialist
Marseilia Group, Alexandria, Egypt.

Jun. 2017 to Jun. 2018
Apr. 2016 to Jun. 2017

HR Generalist
The Cookieman Ltd., Alexandria, Egypt.

Apr. 2015 to Mar. 2016

Education

- **HR Management Diploma**, Arab Academy for Science, Technology & Maritime Transport – 2017.
- **B.Sc. in Tourism and Hotels**, Alexandria University, Cairo, 2013.

Training and Certificates

- **PHRi Certificate (Professional Human Resources International)** – 2017.
- **Excel for HR**, Arab Excellence Centre for training – 2017.
- **HR Specialist**, EAAC training experts – 2015.
- **WFP (Work Force Program)**, Alexandria University & Berlitz & Del Carnegie College – 2015.

Computer and Languages

Computer Skills:

- Advanced User of MS Office (Excel, PowerPoint, Word, Visio, SharePoint, outlook and access).
- Professional User of Odoo, DMS, and other ERP Systems.

Language Skills:

- Excellent command of both written and spoken Arabic.
- Excellent command of both written and spoken English.

Personal Information

Date of Birth: 03rd of June, 1991.

Military status: Completed (2013-2014).

REFERENCES FURNISHED UPON REQUES