

Muhammad Adel

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Executive Summary

Strategic and operational HR Business Partner / HR Manager with 8+ years of experience supporting engineering, outsourcing, and contracting sectors. Trusted advisor to senior leadership, delivering people strategies that align HR with business objectives and drive organizational growth.

Proven record of reducing voluntary turnover from 35% to 13.8%, enabling 76% workforce expansion, and implementing a Balanced Scorecard (BSC) system linking strategy to KPIs across functions. Designed KPI-based performance systems and competency frameworks that strengthened evaluation, internal mobility, and culture alignment.

Experienced in matrix and multi-site environments, collaborating with cross-functional and cross-country teams. Partnered with Finance & Control (F&C) to ensure workforce planning and HR initiatives were aligned with budgets and cost optimization.

Committed to fostering an inclusive workplace culture by promoting Diversity, Equity & Inclusion (DEI) initiatives, employee engagement, and site-level retention programs. Skilled in leveraging digital HR technologies, HRIS, and analytics platforms as enablers of smarter decision-making.

Certified in Balanced Scorecard, KPI design, Competency-Based Interviewing (CBI), and Strategic HR through the American University in Cairo and The KPI Institute.

Knowledgeable in Egyptian Labor Law and actively building expertise in UAE Labor Law to support HRBP roles in the GCC market.

Experienced in enhancing people experience across the employee lifecycle, leading HR digital transformation, and influencing stakeholders in multinational and matrix environments.

Education

Strategic Human Resources Diploma

The American University in Cairo (AUC) — Completed: June 2025

- Includes three professional certifications:
 - **Advanced HR Certificate**
 - **HR Strategic Partner Certificate**
 - **Organizational Culture Certificate**
- Core Focus Areas: *Competency Frameworks, Performance Management, Talent Management, People Analytics, Egyptian Labor Law, Diversity & Inclusion, Crisis Management, Organizational Culture*

Bachelor of Arts – Libraries and Information Science
Ain Shams University — 2013

 **Certifications**

- **Certified KPI Professional** – *The KPI Institute* | Oct 2024
- **Certified Balanced Scorecard Management System Professional** – *The KPI Institute* | Feb 2025
- **Certified CBI (Competency-Based Interviewing)** – *JobMaster Human Capital Solutions* | Jan 2025
- **Advanced HR Certificate** – *AUC – HR Strategic Diploma* | June 2025
- **HR Strategic Partner Certificate** – *AUC – HR Strategic Diploma* | June 2025
- **Organizational Culture and Change Certificate** – *AUC – HR Strategic Diploma* | June 2025
- **OD Workshop** – *Leaders for Consulting and Training* | Mar 2023
- **KPI Workshop** – *Leaders for Consulting and Training* | Apr 2023
- **Human Resource Management (HRM)** – *Cairo University Community Service Center* | Jun 2013
- **HRMC** – *AL NOKHBA Education and Training* | [2011]

Work experience

HR Business Partner / HR Manager

Nepton for Engineering and Contracting — **Dec 2022 – Present** | **Cairo, Egypt**

Dual-role HR leader responsible for both **strategic HR business partnering** and **hands-on HR management** across a growing engineering and site-based workforce. Act as a trusted advisor to senior leadership while executing full-spectrum HR operations, policies, and culture-building initiatives.

Key Achievements & Responsibilities:

- Reduced voluntary turnover from **35% to 13.8%** through a targeted retention strategy, structured onboarding, and site-level engagement.
- Implemented a company-wide **Balanced Scorecard (BSC)** linking strategic objectives with departmental KPIs across HR, operations, and finance.
- Designed and rolled out **KPI-based performance management systems**, training department heads on goal-setting, feedback, and structured evaluations.

- Partnered with **Finance & Control (F&C)** to align workforce planning with budgets and cost optimization, ensuring people plans supported business growth.
- Delivered **HR analytics dashboards** covering absenteeism, turnover, productivity, and staffing for executive reporting and decision-making.
- Developed and implemented **role-based competency frameworks**, supporting evaluations, promotions, and leadership capability building.
- Applied **Competency-Based Interviewing (CBI)** methodology to ensure structured, bias-free recruitment and promotion processes.
- Launched **employee engagement and inclusion initiatives**, promoting **Diversity, Equity & Inclusion (DEI)** and improving retention.
- Collaborated across **matrix and multi-site teams**, partnering with project and site managers to ensure compliance, safety awareness, and labor law alignment.
- Leveraged **Odoo HRIS and Microsoft Office (Excel, PowerPoint)** to maintain accurate headcount data, generate HR reports, and support decision-making.”

HR Generalist (Strategic HR Partner to CEO)

Blue Ocean – Outsourcing & Contact Center Services **Jan 2017 – Nov 2022 | Cairo, Egypt**

Delivered both strategic HR support and operational execution in a fast-paced outsourcing environment. Served as the direct HR advisor to the CEO and department heads, aligning people practices with business objectives across multiple teams.

Partnered with senior leadership to align HR strategy with business performance drivers, ensuring people practices supported growth and client needs.”

Enhanced employee experience through engagement programs, onboarding, and culture initiatives tailored for a fast-paced outsourcing environment.”

Influenced decision-making through HR data insights, supporting workforce planning and organizational design.

Key Achievements & Responsibilities:

- Acted as a **strategic HR advisor** to the CEO, supporting decision-making on workforce structure, staffing levels, and compliance with Egyptian labor law.
- Developed and updated **HR policies and procedures**, aligning them with business changes, employee feedback, and audit requirements.

- Managed **employee relations**, including policy clarification, misconduct investigations, and conflict resolution across departments.
- Led **end-to-end recruitment** for contact center agents, supervisors, and back-office roles using both free and paid sourcing channels.
- Facilitated **onboarding and orientation programs**, ensuring cultural fit and quick ramp-up for new hires.
- Oversaw full **personnel administration**, including contract issuance, social insurance handling, attendance tracking, and payroll coordination.
- Supported performance reviews and **documented HR processes** to ensure operational consistency and compliance

HR Site Coordinator (Construction Projects)

El Shahawy Group – Premix Division

Dec 2015 – Dec 2016 | Egypt – Multiple Site Locations

HR representative for multiple active construction sites, responsible for coordinating full HR operations at the field level. Acted as the direct link between remote site staff and central HR, ensuring compliance, proper documentation, and operational support for blue-collar and technical teams.

Key Responsibilities:

- Managed site-level recruitment and onboarding, including screening, interviews, contracts, and field-specific orientation for laborers, engineers, and foremen.
- Maintained complete employee documentation, including personnel files, timekeeping logs, site attendance, and absence tracking.
- Processed monthly payroll and social insurance submissions in coordination with the central HR office.
- Conducted new hire orientations covering safety protocols, company policies, and worksite rules.
- Supported project managers by aligning staffing levels with construction timelines, helping reduce downtime and manpower gaps.
- Addressed day-to-day HR issues on-site, including grievances, policy enforcement, and leave management.
- Influenced senior management decisions through data insights, negotiation, and stakeholder management.
- Partnered with project managers and operations leaders to resolve workforce challenges and align staffing with project milestones.
- Coached supervisors on policy compliance, grievance handling, and engagement to strengthen site culture.

HR Recruiter

Etisal International – BPO & Call Center Services
Aug 2015 – Nov 2015 | Cairo, Egypt

Managed high-volume recruitment operations in a fast-paced contact center environment. Worked closely with hiring managers to fulfill urgent staffing needs while maintaining quality and compliance.

Key Responsibilities:

- Handled full-cycle recruitment including sourcing, screening, interviewing, and selection for roles such as customer service agents and team leaders.
- Used a variety of sourcing channels (job boards, social media, employee referrals) to maintain a steady talent pipeline.
- Conducted structured interviews to assess candidates' communication, problem-solving, and cultural fit.

HR Trainee - DMR

2014 OD & Personnel department

Languages

Arabic: Mother tongue

English: Very good (Professional Working Proficiency)

Core HR Skills & Competencies

- HR Business Partnering
- Competency Frameworks
- CBI Interviewing
- BSC Implementation
- Workforce Planning
- HR Analytics & Reporting
- Stakeholder Influence & Negotiation
- Employee Experience & Journey Mapping
- Digital HR Transformation / HRIS Optimization
- Global/Matrix HR Collaboration
- **MS Office Suite (Excel, PowerPoint, Word)** – advanced use for HR analytics & reporting
- Odo **HRIS** – payroll, and employee data management
- Talent Acquisition
- Performance Management
- Employee Engagement
- Labor Law Compliance
- Conflict Resolution
- Change Management