

AL SHAIMAA ADEL

HR & COMPETENCY DIRECTOR

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CAREER SUMMARY

Strategic HR & Competency Director with 20+ years of experience leading human capital transformation across construction, real estate, and multinational environments.

Proven expertise in designing competency frameworks, driving organizational development, and aligning workforce capabilities with business strategy. Strong track record in building HR functions from the ground up, enhancing organizational effectiveness, and delivering measurable improvements in performance, engagement, and cost optimization.

A results-driven leader with a data-oriented mindset, experienced in partnering with executive teams to drive sustainable business growth through people.

CORE EXPERTISE

- Competency Framework Design & Implementation
- Organizational Development & Workforce Planning
- Talent Management & Succession Planning
- Performance Management & KPI Systems
- Compensation & Benefits Strategy
- Employee Engagement & Culture Transformation
- HR Policies, Governance & Compliance
- HR Analytics & Data-Driven Decision Making
- Change Management & Business Transformation
- Leadership Development & Coaching

PROFESSIONAL EXPERIENCE

HR Director | Qasatli Real Estate

2025- Present

- Developed HR strategies aligning with business objectives, resulting in workforce alignment across five departments.
- Guided executive teams in succession planning leading to a 20% increase in leadership bench strength.
- Deployed advanced HRIS solutions at Oracle, reducing admin workload by 15%, increasing data accuracy.
- Fostered a culture of innovation through employee engagement programs, boosting employee satisfaction scores by 18%.
- Boosted employee satisfaction scores by 18% via culture innovation programs to increase engagement.
- Partner with executive leadership to shape workforce planning, talent acquisition, development, and retention initiatives.
- Managed comprehensive talent management systems, optimizing resource allocations that improved productivity by 25%.
- Developed change management protocols, streamlining organizational transformations.
- Collaborated with leaders to ensure HR compliance across all departments, strengthening legal adherence by 30%.

PROFESSIONAL EXPERIENCE

Competency & HR Director | Middle East Security -MES

2023- 2025

- Lead organizational change and transformation initiatives aligned with business strategy and company values
- Redesign organizational structures, processes, and systems to enhance efficiency, reduce costs, and improve engagement
- Develop and implement competency-based frameworks, grading systems, and HR policies.
- Drive performance management cycles through coaching, continuous feedback, and KPI alignment
- Establish HR dashboards and metrics to measure organizational effectiveness and support decision-making
- Identify process improvement opportunities and implement solutions to optimize business performance
- Oversee talent acquisition strategies to build a strong pipeline of technical and leadership talent
- Conduct skills gap analysis and implement targeted learning and development programs
- Lead succession planning and leadership development initiatives
- Coach managers on career development, increasing internal promotions by 20%
- Implement performance management systems, improving KPI tracking accuracy by 40%
- Drive employee engagement strategies, increasing engagement scores by 20%
- Foster a high-performance, inclusive, and collaborative culture
- Oversee HR operations, including onboarding, payroll, and compliance with labor laws
- Manage HR budgets and KPIs to ensure operational efficiency
- Partner with executive leadership to align workforce planning with business objectives
- Lead and develop HR teams, promoting accountability and continuous growth
- Design and implement competitive, market-aligned compensation and benefits strategies
- Ensure pay equity and compliance across all HR practices

Group HR Manager | NEW INNOVATION TECHNOLOGIES (Egypt-UAE)

2021- 2023

- Successfully managed the design and implementation of human resources processes, procedures and policies.
- Designed and implemented process changes within the organization, focusing on communications, policy and procedure development and implementation, employee relations, employee satisfaction and employee recruitment.
- Established strong relationships with key business leaders to ensure alignment of HR strategies with overall business objectives.
- Work with Management Board to identify specific work situations to better understand changes in policies, procedures, regulations, and technologies
- Designed competency-based HR processes and performance systems
- Led talent management, recruitment strategies, and workforce planning
- Developed KPI frameworks aligned with business objectives
- Identified skill gaps and implemented targeted learning programs
- Prepare and review our annual recruitment budget
- Manage, train, and evaluate our team of recruiters
- Managing and delivering reports and data when required
- Measure key recruitment metrics, like a source of hire and time-to-hire

PROFESSIONAL EXPERIENCE

HR Operation Manager | Arabia Holding

2019- 2021

- Led end-to-end HR operations including talent management, employee relations, compensation, and compliance
- Developed and implemented HR policies, procedures, and departmental strategies aligned with business objectives
- Managed recruitment lifecycle and workforce planning to meet organizational needs
- Designed performance management and training programs to enhance employee productivity
- Built and maintained compensation structures based on market benchmarking
- Ensured compliance with labor laws and best HR practices
- Partnered with leadership to align HR strategy with business goals and improve retention

Group HR Manager | Oekoplan Engineering Consultancy

2016-2019

- Developed HR policies, salary structures, and performance management systems
- Led organizational development initiatives including job design and KPIs
- Designed and implemented training and development programs
- Acted as HR business partner supporting leadership and line managers

HR Manager | Serry Design International Construction

2011-2016

- **Managed full HR function & Business Devilment across Egypt, Qatar, and Sudan**
- **Led employee relations, performance management, recruitment, and compliance processes**
- **Developed HR plans and workforce forecasts to support organizational growth**
- **Ensured consistent implementation of HR policies and operational excellence**
- **Coordinated payroll processes and supported cross-functional business needs**

HR Section Head | Emak (Kharfi Group)

2008-2011

- Manage end-to-end recruitment and hiring processes from job posting to onboarding
- Oversee onboarding and offboarding processes, ensuring a smooth employee experience
- Administer personnel functions including employee records, contracts, and HR documentation
- Monitor attendance, leave, absenteeism, and working hours, ensuring accuracy and compliance
- Ensure full compliance with Egyptian labor law and internal HR policies
- Support payroll processing through accurate HR data, attendance tracking, and employee status updates
- Handle employee relations, including conflict resolution, disciplinary actions, and daily HR matters
- Support employee engagement and retention initiatives to enhance workplace culture
- Assist in performance management processes and implementation of HR policies and procedures
- Maintain organized HR records and generate HR reports as required
- Utilize HR systems and ERP modules effectively to support HR operations

PROFESSIONAL EXPERIENCE

Senior HR & Personnel Specialist | El Sewedy Cables

2003 – 2008

- Prepare and manage employment contracts, ensuring employee files are complete, accurate, and up to date.
- Handle end-to-end personnel administration processes including onboarding, offboarding, attendance, leave, and records management ensure compliance with labor laws, social insurance, and governmental regulations
- Support disciplinary procedures and maintain proper documentation, warnings, and employee records
- Develop and standardize HR forms, templates, and documentation from scratch
- Coordinate training activities and follow up on training needs analysis with management
- Prepare and validate payroll inputs, ensuring accuracy and timely submission to finance
- Maintain confidential, well-organized, and compliant HR documentation systems
- Support recruitment processes including CV screening, shortlisting, interview coordination, and candidate follow-up

EDUCATION AND CERTIFICATION

- Master's Degree in Human Resources Management – AUCT, 2023
- Master's Degree in Administration Management – AUCT, 2024
- Mini MBA in HR Management – IMC, 2007
- Bachelor of Accounting – Cairo University, 2003

CERTIFICATIONS & DEVELOPMENT

- Organizational Development using AI – 2025
- KPIs & Data Analytics using AI – 2025
- Health & Safety Certification – 2024

KEY ACHIEVEMENTS

- Established HR departments from scratch for multiple organizations, improving operational efficiency by up to 40%
- Led organizational restructuring initiatives resulting in cost optimization of 25%
- Implemented performance management systems that increased productivity by 30%
- Improved KPI tracking accuracy by 40% through system enhancement
- Increased employee engagement scores by 20% through targeted initiatives
- Reduced cost-per-hire by 35% through recruitment process optimization
- Increased internal promotions by 20% through leadership development and career coaching