

Zainab Mohamed Ali, HRMD, HAY, Associate CIPD level 5

Head of People – Organization Development Director – Talent Management Director

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CIPD: Membership number: 47259149

A CIPD-qualified HR professional with over 16 years of extensive experience in managing complex transformation environments and translating business vision into Human Resources initiatives that improve organizational performance, profitability, growth, and employee engagement.

A dedicated team player, creative, result-oriented, strong leader & self-motivated person who is always open to new learning opportunities.

Education / Professional Credentials

- Chartered Institute of Personnel and Development (CIPD) Associate level 5, Diploma, in Organization Performance, Digital Learning and Development, June 2025.
- Certified Thomas DISC assessor, Aug 2023.
- Chartered Institute of Personnel and Development (CIPD) Associate level 5, Diploma April 2019 in HRM
- Human Resources Management Diploma, American University in Cairo, November 2010-April 2012.
- March 2016 Real Hands-on, Psychometric Personality Assessment Course.
- August 2014, DDI “Development Dimensions International, Targeted Selection.
- November 2013, HAY Group; Korn Ferry, Job Evaluation qualified.
- May 2013, HRSG, HR Competency-Based Management Certificate.
- March 2013, Quest, Train the Trainer.
- Human Resources Management Certificate at Knowledge Academy, accredited by HRCI.
- Bachelor’s degree in law, Tanta University, 2003.

Work Experience

Head of People & Organization, since Oct 2024 till now.

Medright Group for Medical Services.

As a strategic partner to senior management, the focus is on achieving organizational strategy and effectively managing change to ensure a smooth transition for employees, Key responsibilities include:

- Collaborate with senior management to align HR strategies with business goals, emphasizing workforce planning and organizational development. Participate in developing the organization's balanced scorecard at the departmental level.
- Develop and implement performance management system to manage and enhance employees performance
- Lead the Talent Acquisition & Management: Oversee the entire talent lifecycle, from designing and managing talent acquisition to onboarding, performance management, and succession planning. Prioritize identifying training needs and developing programs that enhance employee skills and support career growth.
- Design and administering compensation and benefits programs that attract and retain top talent
- Champion company culture by fostering a positive and inclusive environment. Lead initiatives aimed at boosting employee engagement and morale.
- Lead HR Process Design & Compliance: Develop comprehensive HR policies and procedures that align with legal regulations and best practices, ensuring clear communication of HR policies and updates across all organizational levels with regular monitoring.
- Effectively lead HR operations, including overseeing payroll and personnel management, ensuring legal compliance with all relevant laws and regulations.
- Manage the Employee Relations: Serve as a contact point for employee concerns, facilitate conflict resolution, and bridge gaps between staff and management.
- Design and monitor key HR metrics, analyze data, and present insights to senior leadership to inform strategic decisions.
- Lead and mentor the HR team, ensuring the delivery of professional and high-standard HR services.
- Efficiently manage the organization’s administration and facilities.

COE, Head of Talent Management & HR Digitalization, Sept. 2022 to Jul 2024

Al Saeed Investment Group “Arma Group For Detergents & Chemicals manufacturing & trading, Al-Dawalia Real Estate, Genesis IT, and AL Mesbah E-Commerce” 3500+ Employees

- Develop organization-balanced scorecards, measures, reports and digitalization. In addition to overseeing cascading down to the departmental level to ensure the organization’s performance effectiveness
- Oversee the performance management program implementation through success factors, conduct user training, objective setting reviews, and coaching sessions.
- Design Compensation and benefits program through the design of grading structure, salary structure and benefits. Review job design and description, and conduct a job evaluation.

- Develop the training & development plans and all related activities, and oversee the implementation using blended modern learning activities.
- Develop the Leadership team succession planning, career management programs, and High flyer programs guidelines, conduct the assessment and develop the detailed training and development activities and closely monitor the program progress.
- Lead the Talent acquisition function through developing strategies, deciding on channels, and activities and automating the process, in addition to responsibility for all managerial & C-suite position attracting, hiring and onboarding.
- Lead the Digitalization of all HR initiatives and reporting.
- Lead the design and oversee the implementation of the newcomers' induction program
- Lead the development of new HR Manual policies and procedures and link them to SAP Success Factor.
- Design and manage the Management trainees and summer internship programs

Talent Management Sr. Manager, Dec 2019 to April 2022

Nahdetmisr Group for 1800 employees

Industry: Education – Content development – Software – Printing - Retail

- **Lead the Organization's Development through:**
 - Lead the Organization structure design for the entire group and restructure proposals to support change initiatives & department efficiency
 - Lead the design of the Grading structure, job design, analysis & job evaluation, and oversee the implementation.
 - Develop, activate, and communicate the competency framework
 - Design and implement a succession planning program & high potential "HIPO" through identifying critical roles, evaluating potential, conducting the assessment, incumbent/successor assessment, and performance review. design developmental activities, oversee the implementation & regularly evaluate the plan's progress.
 - Develop HR Manual policies, processes, and procedures to ensure all relevant procedural/legislative requirements are fulfilled,
 - Develop a code of conduct and employee handbook & oversee the communication and implementation
- **Performance Management:**
 - Develop a Performance strategy for all jobs, including commercial KPIs
 - Lead the process design, development of departmental scorecards, and reporting
 - Lead the Performance Management process across all functions by designing the process and formats, assisting in the objective / KPI's settings, and monitoring the proper execution of the entire performance management cycle, from performance planning to performance review, to assist in achieving the planned performance.
- **Employee Development & Retention**
 - Develop and implement internal employee satisfaction surveys and propose action plans
 - Lead the design of workload analysis and oversee the implementation
 - Lead & oversee the work-from-home initiative
 - Lead the employee's reward and recognition program design and implementation
 - Lead the training and development function through strategy development, and manage the Training needs assessment for all employees
 - Develop & Implement employees' Personal Development Plans (PDP)
 - Develop a blended training plan by preparing an annual budget & monitoring its implementation
 - Select training providers that best deliver the targeted developmental objective or design internal/external training & development programs/activities to address this.
 - Oversee the training implementation and evaluate the training effectiveness by measuring it regularly.
 - Prepares HR budget and monitors financial performance versus the budget to ensure alignment.
- **Lead the Talent Acquisition function through:**
 - Develop a workforce plan by identifying, analyzing, and reviewing manpower needs "Short term / Long term", in alignment with the business needs
 - Develop sourcing strategy, sources channels; local & ex-pat" for all jobs and lead the C-level position search and interviews.
 - Design & oversee the newly hired induction program "Orientation + OTJ)
 - Lead the employer branding Plans and implantation

HR freelancer & Consultant April – Dec 2019

Human Resources - Organizational Development Department Manager

From January 2018 to 30 March 2019

Egyptian German Industrial Corporate "EGIC", 1900 employees

Industry: Plastic Manufacturing and Sales

- Develop & review organization structure in alignment with the business objectives, leading the HR department restructure to apply the Business partner model effectively.
- Led the job design, analysis, description, and evaluation, then mapped it to the company's grading & salary structure.
- Design & implement the succession planning program for the critical roles through designing the program, proposing the developmental activities, overseeing the implementation & regularly evaluating the progress.

- Led the development of the Human Resources manual
- Led the Development of the company's Code of Conduct & Employee Handbook
- Design the company Induction & onboarding Program
- Led the Learning & Development function to enhance the effectiveness of employee performance through conducting a needs assessment for organization and staff needs, deciding strategy & channels, developing the training plan, designing the training and development activities and functional tracks, and evaluating the training effectiveness “Kirkpatrick”
- Launch the internal training academy and rewards
- Design and lead the implementation of the promotion system, reward & recognition programs.
- Led the design & implementation of an effective performance management system by designing the process, communicating the process to all employees, coaching managers, evaluating the process and results, investigating complaints & finally delivering the bell curve.
- Oversee the design and implementation of the employee satisfaction survey
- Provides a broad range of consultative services to all levels of employees regarding policies and procedures.
- Forecast & manage OD, Employees & HR activities budget effectively.
- Manage the employee’s activities and corporate events plans and implementation.
- Conduct HR audits against the standards, then develop a gap report and action plan

HR Development Manager

From June 2016 to December 2017

Al-Sharkyia Sugar Manufacturing, ASSM, 450 employees

Industry: Sugar Manufacturing & Trading

- Lead the design of Organization structure in alignment with the business objectives & develop the associated manpower plan
- Lead the job design, description, and evaluation
- Design sourcing strategy to hire the first batch that consists of 150 jobs “blue and white-collar” with 85% saving in recruitment budget, & executive search for C-level positions
- Design Talent management policies and procedures
- Develop the training strategy and plans to cover both technical and leadership needs, and oversee the implementation
- Lead the Performance Management process across all functions by designing the process and formats, assisting in the objective / KPI’s settings, and monitoring the proper execution of the entire performance management cycle
- Responsible for HR analysis & reporting
- Provides a broad range of consultative services to all levels of employees regarding policies and procedures.
- Lead the department action plans for rewards after the Egyptian pound devaluation by conducting a survey and proposing solutions to the board for both short and long-term
- Oversee the training implementation of FSS22000 training

HR Manager- Business Partner

Jan 2014 – June 2016

SAVOLA FOODS EGYPT, United Sugar Company, in Sokhna, for 650 employees

Industry: Food Manufacturing and Trading

- Responsible for developing Organization Structure
- Develops and maintains job descriptions by developing/reviewing job responsibilities, identifying competencies for each job, to ensure standardized job descriptions & conducting Job evaluations using the Hay methodology
- Manage the Performance Management process by monitoring the proper execution of the entire cycle, from performance planning to performance review, and develop the final reports
- Participate in the design of blue-collar KPI’s design and lunch in association with the TPM project
- Implement the succession planning for the key critical positions by using the 9 boxes.
- Design Technician Development program in coordination with Mubarak-Cool Schools' “learning by doing system” in terms of program objective, guidelines, budget, student testing, selection, and monthly evaluation, which led to saving 20% in the technician hiring
- Develop Policies & SOPs for Recruitment, Onboarding, Internal Transfer /Hiring, and JA, JD & JE within USCE and supervise the implementation.
- Participate in the development of the company training plan, through conducting TNA, training design or selection, supervising the delivery, and following up on the post-training assessments.
- Participate in the grading restructure
- Play a key role in the launch and operation of the company's HRIS “Oracle & Taleo” through:
 - Serves as a project manager for major systems acquisition and/or enhancements by assisting with project plans, customization, schedules, and project budgets & implementation
 - Manage the resolution of issues and problems from the user community by tracking and resolving application software problems promptly
 - Coach and train staff & provide regular support and consulting services to users.
 - Ensure HR data integrity, accuracy, and compliance
 - Manage the recruitment, selection & on-boarding process through:

- Identifies, analyzes & reviews manpower needs
- deciding & organize participation in the employment fairs & recruitment channels, local & or ex-pats”
- Conduct HR interviews & coordinate technical interviews & testing with candidates to reach the shortlist
- Extend the job offer to the accepted applicant and manage the onboarding process for the selected candidate, and send rejection letters for rejected candidates
- Design the Onboarding process and supervise the implementation
- Responsible for the HR department's Budget, Reporting, & Audits
- Represent HR in Audits & coordinate all requirements with the internal and external audit bodies to comply with the certification or audit needs. “BRC Audits, Coca-Cola and other customer or provider audits”
- Support the corporate in KSA in the hiring needs through searching, and interviewing expected calibers for KSA jobs
- Support the corporate in KSA in the training and fair pay project

Organization & Talent Development Supervisor, then promoted to Organization Development Manager from May 2012 till December 2013, at Savola Foods Egypt Corporate HR Department.

- Participate in the design of leadership development tracks across Savola Foods Egypt
- Participate in the fair pay project across the Savola foods region; KSA, Sudan, Egypt, and Algeria, through organization structure, job description collection, and reporting work on the unification with the team
- Conduct job analysis, description, and evaluation and map it to the new grading structure

OD Supervisor, From January 2011 to May 2012, at Savola Foods Egypt, Alexandria Sugar Company, in Alexandria

- Design organizational structure and workforce plans
- Led the first batch of hiring 200 employees, consisting of white and blue-collar workers, with 80% savings in the recruitment forecasted budget.
- Oversee performance management and employee training activities.

HR Specialist, from January 2010 to December 2010, at JAWDA Engineering Consultant for electrical power station design & construction

Admin & HR Assistant, From June 2009 to November 2009, at Competency Masters Company for HR Services.

Sales Supervisor, then promoted to Show Room In-charge, from January 2007 till April 2009, at Axiom Telecom Egypt.

Training & Workshops

- Feb 2019 Quest, Selimi Tango
- Aug 2018 Trainera, Coaching & feedback
- Jul 2017 Dale Carnegie, Leadership for Managers
- Jun 2017 TUV, NORD FSS22000 Awareness & Lead Auditor
- September 2015 Dale Carnegie Training Egypt, Effective Communication & Human Relations “How to Win Friends & Influence People”
- August 2014 AB & Associates, “Proactive Cooperation”
- February 2013 Profitability, Lean Simulation
- June 2013 Profitability, Change Simulation
- Dec 2011 LOGIC - Training & HR Development, I Communicate
- Dec 2011 LOGIC - Training & HR Development, Kalimat “Business writing”.

Area of Experience

- Lead the Talent Acquisition and sourcing strategy development, and oversee the implementation
- Develop & oversee employer branding campaign
- Design career progression, promotion, Reward & recognition programs & policies
- Design and implement succession planning & HIPO programs, and oversee the implementation
- Organizational structure design, Job Design, analysis & description
- Grading structure & job evaluation
- Develop & implement a departmental balanced scorecard
- Develop a competency framework, and link it to development and performance
- Design TNA process and tools, develop training plan and blended training & development tracks & activities
- Design and oversee the internal training academy
- Performance Management System development & deployment
- HR Auditing & Analysis
- HR Budget forecast, management & analysis
- HR operations and medical provider selection and management

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- Develop HR Policies manual, code of conduct and employee handbook
 - Develop Compensation & benefits plans

HR Systems / Software

- Oracle HR modules
- Org Plus
- HITS
- Taleo customization & recruitment operation
- SAP Success Factor (Performance module)

Other activities

Training delivered.

- Human resources management, job design, description, and evaluation hay methodology”
- Performance management system design and implementation
- HR analytics and budget management, Organization analysis

I provided consultation to:

- I school
- Akhdar application
- Career 180