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Education:

Business Psychology Diploma
from RB College – Dec-24

Faculty of Law (English
section)-Alexandria
University

Master of Business
Administration (MBA) 2019
Arab Academy for Science,
Technology & Maritime
Transport (AAST)

LSSGB -Lean Six Sigma-
Green Belt
ESLSCA- Aug 2024

Human Resources Diploma
from The American University
in Cairo

Overview:

Strategic HR Leader with over 18 years of experience driving people and organizational strategies across Egypt and KSA within FMCG, manufacturing, and supply chain sectors. Proven ability to partner with executive leadership to deliver HR transformation, workforce planning, and talent strategies that enable business performance in dynamic and operationally intensive environments. Recognized for building high-performing teams, developing future leaders, and shaping agile, inclusive cultures that sustain growth. Brings strong expertise in performance management, capability building, and organizational change—anchored in a deep understanding of people, operations, and business impact

Work Experience:

Senior HRBP Manager EGY & KSA (Manufacturing/Supply Chain) (Jan 2025 till Present) at Breadfast

- Lead the HR strategy across multi-site manufacturing and supply chain operations in Egypt and KSA, reporting directly to the Group HR Director.
- Drive the people and organization agenda to support business growth, operational excellence, and long-term capability development.
- Partner with executive and C-level leadership to implement workforce optimization, succession planning, and cultural transformation initiatives.
- Restructured business units to align with evolving operational and strategic priorities, ensuring robust leadership pipelines and the right organizational capabilities.
- Led cost optimization and manpower planning projects that enhanced workforce efficiency, optimized budget utilization, and reduced HR operating costs.

Senior HR & Talent Business Partner/Operation & Supply chain Manager (2022 to 2025) Kraft Heinz

- Acted as strategic HR advisor to the Operations Leadership Team, shaping people strategy across manufacturing, supply chain, and commercial functions.
- Led the Job Catalog & Job Grading transformation project, standardizing 150+ job descriptions and aligning grading structures with global benchmarks.
- Drove the Organizational People Review (OPR) process, improving succession readiness for critical roles and enabling leadership pipeline sustainability.
- Strengthened workforce planning and capability development by introducing BC capability plans, skills matrices, and structured qualification systems.
- Designed and delivered engagement agenda, reward, and recognition programs that improved survey participation and reduced turnover.
- Managed policy governance, compliance, and labor law alignment while leading onboarding, offboarding, and employee life cycle programs across Egypt & KSA.
- Partnered with the Head of P&P to modernize handbooks, benefits frameworks, and policies in line with company culture.
- Own KHMS chapters by implementing all actions with KHMS criteria to achieve the KH Company's target and maturity score
- Work with the LT to research and recommend training needs for all staff and teams, develop or source proactive learning opportunities for all staff, focusing on skills gaps and development of talent.
- Managing People committee meetings, planning, and actions

Corporate Talent Management & Acquisition Section Head (2021 to 2022)

Americana Foods, Cairo Poultry Group

- Led the Talent Management and Acquisition strategy across multiple business units within Americana Foods "Cairo Poultry Group", ensuring alignment with corporate objectives and regional workforce needs.
- Partnered with senior leadership to design and implement talent strategies supporting succession planning, leadership development, and organizational capability growth.
- Directed the full-cycle recruitment process for corporate and plant-level roles across Egypt, ensuring quality hiring, cost efficiency, and strong alignment with business priorities.
- Managed workforce planning and manpower forecasting, ensuring optimal resource allocation and proactive identification of critical talent gaps.
- Oversaw the Performance Management framework, ensuring goal alignment, performance calibration, and data-driven development actions.
- Designed and executed Talent Review and Succession Planning programs, building a sustainable leadership pipeline and reducing critical role risks.
- Drove employer branding initiatives, strengthening CPC's market position as an employer of choice across Egypt and the region.

Senior HR Business Partner for Operations & support functions (2018-2021)

HAYAT Manufacturing Egypt for hygienic products

- Acted as a strategic HR partner to Operations and supportive function leadership, aligning people strategies with business objectives and operational priorities.
- Designed and executed a succession planning program covering all critical roles across factories and distributor networks, ensuring leadership continuity and readiness.
- Provided guidance on organizational design, workforce planning, and talent management to optimize operational efficiency and capability alignment.
- Led performance management initiatives, including goal setting, performance calibration, and development planning to drive accountability and high performance.
- Implemented tailored KPI scorecards for distributor sales staff and developed performance monitoring tools to enhance accountability and business results.
- Drove workforce optimization and restructuring initiatives, ensuring the right capabilities, structures, and leadership are in place.
- Oversaw employee engagement, retention, and recognition programs, fostering a high-performance culture across operational and support teams.
- Provided advice on HR policies, compliance, and labor law adherence, ensuring regulatory alignment across operations.
- Supported change management initiatives, including organizational transformations, operational expansions, and process improvements.
- Collaborated with Learning & Development to identify skill gaps, training needs, and capability-building programs aligned with operational priorities.
- Partnered with HR Centers of Excellence to integrate global HR practices and tools into operational and support functions effectively.

Talent Acquisition Lead (2015 to 2018)

BAG Group (BMW & Brilliance Bavarian Automotive)

- Developed job descriptions across all functions to ensure clarity in roles and responsibilities.
- Built and executed the manpower plan for BBA, aligned and approved by top management across all levels.
- Managed full-cycle recruitment, including expansion projects, sourcing, and onboarding for all business units.
- Designed and implemented a Workload Analysis (WLA) system to optimize employee time management and operational efficiency.
- Designed and implemented a Performance Management System, aligning individual goals with business objectives.
- Designed and executed an employee engagement program to strengthen connectivity and engagement across all BBA employees.

- Supported career development initiatives, succession planning, and capability-building programs to develop internal talent pipelines.

Senior HR Advisor for Cairo, Alex, and Delta (2009 to 2015)

Speed Ahmed Hassan Co. (Distributor for P&G)

- Participated in developing scorecards for Operations (Logistics & Sales) to track performance and support data-driven decisions.
- Assisted in preparing the annual workforce plan, coordinating with department heads to ensure alignment with business needs.
- Developed and implemented HR policies and procedures to streamline processes and enhance operational efficiency.
- Managed Talent Acquisition and Employer Branding, leveraging multiple recruitment channels to attract top talent.
- Owned end-to-end onboarding and offboarding processes for employees at all levels across SPEED.
- Designed, implemented, and monitored training programs, both internal and external, ensuring alignment with approved learning and development plans.