



MONA ELSHAHIDI

CEO | COO | HR – Executive Leadership

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EXECUTIVE PROFILE

A transformational CEO/COO/CHRO with 26+ years of multinational leadership experience across the Middle East and North Africa. Expert in business restructuring, organizational turnaround, operational excellence, P&L leadership, HR transformation, and strategic expansion across engineering, construction, AI & IT solutions, facility management, Food Industry, Farm, Media Production, Hospitality, E-Commerce, retail, real estate, events, advertising, Cement, Power & Energy Factory and consultancy sectors. Accountability of driving profitability, building high-performing cultures, scaling multi-country operations, and leading organizations through high-growth and crisis periods.

CORE LEADERSHIP CAPABILITIES

- Business Transformation & Turnaround
- P&L, Financial Leadership & Variance Analysis
- Operational Excellence & SOP's Optimization
- Organizational Culture & Leadership Development
- Client Acquisition & Key Account Management
- HR Transformation & People Strategy
- Global Workforce Management & Planning
- Revenue Growth & Market Expansion
- Talent Acquisition & Employee Branding
- Mergers, Restructuring & Change Management
- Compensation, Benefits & Payroll Oversight
- Learning, Training & Succession Planning
- Cash Management
- Corporate Strategy & Governance
- Large-Scale Project Delivery
- Stakeholder & Board Management
- Employee Engagement
- KPI's & Performance Management
- Pricing Strategy & Contract Negotiation
- Sales Pipeline & Forecasting
- Cost Optimization & Risk Management
- Labor Law & Compliance
- Procurement & Vendor Management
- HSE / OSHA Compliance
- Cross-Functional Leadership
- Events Management

SOFT COMPETENCIES

Strategic Thinking - Decision-Making - Emotional Intelligence - Communication Skills - Problem-Solving & Critical Thinking - Innovation Mindset - Resilience & Stress Management - Conflict Resolution - Time & Priority Management - Negotiation & Influence - Adaptability & Agility

SELECTED EXECUTIVE ACHIEVEMENTS

- Delivered UD 420M mega projects in KSA with full operational and profitability oversight.
- Achieved 60% revenue growth over 4 years by restructuring commercial strategy and expanding service lines.
- Led organizational restructuring across 9 subsidiaries improving operational efficiency by 40%, cost reduced by 17.3% and delivered profit by 125M in one year.
- Reduced operational overhead by 34% through governance, automation, and performance framework redesign.
- Increased retention by 15% and reduced turnover by 83% with culture-shaping and reward strategies of headcount 5000 employees.
- Built and led HR teams across 4 countries, supporting 1100+ employees globally.
- Raised customer satisfaction to 90% by implementing KPI-driven operational systems and service mapping.
- Expanded global workforce by hiring 50+ key professionals and optimizing talent acquisition systems.
- Created performance frameworks improving employee engagement and satisfaction by 20%.
- Grew sales channel 22%, and launched the 6 new services & 2 departments with the largest clients
- Implemented call center and online portal, supporting 10% monthly improvement in collections.

EXECUTIVE EXPERIENCE

Group CEO – Board Member – Pylon Collective Group – Cairo

02/2025 – Present (1y,3m) - full time, On-site

- Lead corporate strategy, business expansion, and diversified portfolio of 9 subsidiaries.
- Oversee governance, operational excellence, and P&L performance.
- Direct restructuring initiatives and integration of business units for productivity improve, optimize financial plan, and cross-functional execution.
- Strengthen company culture, leadership capabilities, and organizational agility.

Key Achievements:

- Reduced decision cycle by 30% through governance reform.
- Improved interdepartmental alignment raising operational efficiency by 14%.
- Create and build the financial, HR, business development and E-commerce departments of the Holding for centralizing operation management.
- Established a cattle farm, fattening 110 heads and dairy 145 heads.
- Improve the E-Commerce platform under main concept “Made in Egypt”
- Redesign the SOP's and digital marketing plane of AI, retails and real estate sectors to reach the profitability and growth the branding in market-share.

CHRO \ Operation Director – Hyperlink – Cairo & KSA

05/2024 – 04/2025(1y)- full time, Remote

- Directed full operational strategy across engineering and construction sectors.
- Managed cash flow, profitability, HR transformation, and organizational structure.
- Implemented digital systems enhancing transparency and decision-making.

Key Achievements:

- Delivered USD 420M huge KSA water features projects within timeline and profitability targets.
- Increased operational margin by 18% through process and resource optimization.
- Hiring 21 Engineer's, operation, IT, HR and Admin staff in Egypt Office.

Executive Managing Director & HRBP Manager – GCD Group – Cairo & Kuwait

03/2022 – 04/2024 (2y,2m), Full time, On-site

- Led organizational development across 10 departments between Kuwait and Egypt.
- Establish Lighting Products manufacture in China and partnership with Gluhen in UK
- Built HR analytics systems improving strategic workflow decisions.
- Developed performance, culture, and compensation frameworks.

Key Achievements:

- Raised productivity by 40% through workflow transformation.
- Improved employee retention by 15% through culture-driven initiatives.
- Headhunting 5 lighting engineering design from competitors to operate the engineering department in Egypt office.

Group HR Director (Global Region) – Happenize – Dubai

05/2020 – 02/2022 (1y, 10m), Full time, On-site

- Led HR and performance strategy across 4 global branches.
- Oversaw global talent management, capability building, and HR technologies.
- Reinforced culture alignment and leadership coaching across regions.

Key Achievements:

- Built HR infrastructure supporting 1500 employees.
- Reduced benefit cost by 13% via restructuring reward systems.

Business Development & Operations Director – Cleanco Facility Management – Dubai

03/2016 – 04/2020 (4y, 2m), Full time, On-site

- Led commercial, operational, sales, finance, HR, customer services, and flower service delivery strategy across hospitality, maintenance, cleaning and events services.
- Directed business growth, new services development, and manpower optimization.

Key Achievements:

- Achieved 60% revenue growth over four years, new and renew about 150 B2B contracts and Establish 2 departments (event- flower).
- Reduced turnover by 83% through long-term talent and culture programs.

- Create call center service in-house that increase the client's satisfaction and quality of the services by 90% consequently, reduce the overhead operation cost by 17%
- Build the online portal build customer acquisition strategy that generated consistent monthly growth of the client's payments by 40% and increase the collection rate to 95%.

HRBP & Account Manager – CasaEventi – Cairo

11/2013 – 2/2016 (2y,4m), Full time, On-Site

Responsible for 210 clients' accounts approximately 750 and selection policy/practices, discipline, grievance, counsellings, pay and conditions, contracts, training and development, succession planning, moral and motivation, culture and attitude development, performance appraisal) Developed administrative process and procedures for company-wide workers & employees. Plan, develop and implement strategy for HR management and development (including recruitment activities such as; procurement, asset inventory, insurance policies, emergency evacuation plans, manage departments' budgets and ensured that yearly budget requirements were set and adhered to. Representing the company at events, conferences and exhibitions.

Site / HR & Operation Manager – Mivan Limited – Cairo (Cairo Festival City)

12/2010 – 10/2013 (2y,11m), Full time, on-site

Managed site operations and project profitability while leading Assistant Site Managers and staff. Ensured compliance with SOP's and OSHA safety standards. Optimized KPI's to improve site performance. Achieved major cost savings, including EGP 2M from scrap sales, and reduced fixed and variable overheads by 10% and 19% through resource efficiency initiatives.

Site Manager/ PA to Regional Director - Ansaldo Caldaie S.p.A (AC Boilers)

2/2006 – 11/2010 (4y, 10m), Full time, on-site

Responsible for managing daily financial, purchasing, administrative, and HR operations to ensure smooth site performance and full compliance with EHS standards. Key duties include preparing monthly financial analyses, handling accounts payable, payroll, and expatriate expenses. Managed all document control, correspondence, and monthly reporting among contractors and stakeholders. Oversaw purchasing activities—from negotiating supplier quotations to issuing PO's and coordinating contracts and payments. Managed administrative and HR tasks such as office setup, equipment maintenance, expatriate housing and permits, insurance policies, travel planning, facility services, company vehicles, mobile lines, and supervising office staff. Saving cost by 30%.

Executive PA. for GM - ASEC Casting & Heat Treatment "ARESCO"

9/1997 – 10/2003 (6y, 2m), Full time, on-site

Executive & Board-Level Support. Calendar, Meetings & Agenda Management. Travel, Visa & Logistics Coordination. Confidential Correspondence & Reporting. Document Control & Executive Presentations. Stakeholder & Client Liaison. Budget Tracking & Expense Control. Event & Executive Meeting Coordination. Created financial analysis templates to support management decisions and contributed to a department merger that cut manpower by 20% and improved systems. Provided full admin, HR, and finance support to the GM and CEO while ensuring smooth daily operations, reporting, budgeting, and staff and vendor coordination.

EDUCATION & CERTIFICATES

- B.Sc. Commerce – Accounting, Cairo University – 1996
- Training & HR Management - American Chamber, Egypt – 2007
- Master of Business Skills Development – American Chamber, Egypt - 2008
- Advance Export Market Analysis from EBDA Foundation, Egypt– 2014
- Time Management- Advanced from Ocean blue center, Dubai - 2016

LANGUAGES

- Arabic: Native
- English: Fluent