



DR. KARIM EL ASSAL

HR & ADMINISTRATION DIRECTOR

PROFILE

18 Years of extensive experience in all HR Functions, defining and implementing HR operations, Strategies, Organization Development, Learning and Development, Talent Acquisition & Manpower supply overseas, Manpower Planning, Employee relations, Compensation and Benefits and HRIS with a diversified field experience in banking, Construction, Production, Hospitality, Retail and Waste Management with an exposure to different types of entities MNC, Family Business, International and Semi-Government Companies. Business oriented to Saudi Arabia and Egypt labor laws, rules and regulations and governance.

VITALS

5th District, New Cairo, Egypt

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DOB 01-10-1985

E Karimelassal30@gmail.com

Nationality: Egyptian

EXPERIENCE

AL GAMMAL GROUP, EGYPT

INDUSTRY: CONSTRUCTION, INDUSTRIAL

AUG.24 TO PRESENT

JOB TITLE: GROUP HR & ADMINISTRATION DIRECTOR

- Demonstrate change management strategies that should cope with the business goal.
- Align expected HR strategies to match the business plans as per each business units and locations.
- Successfully attracted talented leadership roles to close critical positions.
- Overseeing full employee life cycle-HR operations for 5 main sub business units.
- Handling full employee life cycle-HR Operations among Saudi Arabia, Libya.
- Managing the Administration activities, including fleet, housing, Security and Facilities.
- Announced policies & procedures for Business Travel, Transportation and Vacation.
- Implement performance management system plus RASIC Matrix.
- Proposed restructure transformation for the whole departments to ensure efficient and effective performance and reporting.
- Design, implement & govern competitive compensation structure and salary benchmarking for the group based on Mercer surveys.
- Lead process optimization, HR automation and policy development.
- Collaborate with cross-functional teams to support regional & local expansion and workforce planning.
- Partner with audit team to support compliance and reporting.
- Assigned as GCPO.

BEEAH GROUP, SAUDI ARABIA

INDUSTRY: WASTE MANAGEMENT AND ENERGY

NOV.22 TO MAY.24

JOB TITLE: HEAD OF HUMAN RESOURCES

- Finalize HR budget for 2023 & 2024, also revisited all HR documentation and tailored 5 new policies and procedures, Lead cost reduction strategy and saved up to 21m SAR, by removing and replacing contracts, revisit the manpower plan to meet the project's value in return.
- Formulating and implementing performance management system based on KPI's and enhance the efficiency of all local governmental platforms and set the activities for the on-Boarding & off-Boarding and Employee Handbook.
- Supervising CAMP operations / Facility management for more than 3,000 employees living inside, by effectively managing the security, HSE and accommodation team.

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- Leading demobilization for more than 2,500 employees and efficiently replaced by sponsored employees. And in the meantime, develop SAP data and digitalize all HR Transactions to be implemented over the system and introduce bus attendance machine for all labors to ensure accurate payroll calculations.

MOBCO GROUP, SAUDI ARABIA

INDUSTRY: CONSTRUCTION, REAL ESTATE, EDUCATION

JUL.21 TO OCT.22

JOB TITLE: HR DIRECTOR

- Restructuring the whole organization and introducing 4 new departments cost control, engineering, self-execution and Commercial, Constructing a Joint Venture for a project worth 1.2 billion SAR from start-up stage.
- Ensuring legal compliance with local laws by meeting all MOL and Municipalities with 100% accuracy.
- Manipulate the medical insurance to cover loss ratio of 6m SAR and save up to 2.2m SAR.
- Introducing new software and payroll local program and almost digitalized all the payroll cycle from attendance recording to generating the bank file and new Learning principals have been added like CLAC.
- Efficiently fill in more than 1,200 new positions and replacements locally and overseas in a perfect timely manner.

REDCON, EGYPT

INDUSTRY: CONSTRUCTION

SEP.19 TO JUN.21

JOB TITLE: HUMAN CAPITAL & OD MANAGER

- Establishing an administrative cadre and salary structure based on Hay methodology and Job master Salary Survey along with a grading system and amending the current org. chart to meet the company's new expansion plan and introduced new full onboarding program.
- Designing new Oracle system for all HR functions and setting the budget for headcount planning per project.
- Monitoring the manpower planning and Talent management by creating a new pool of talent teams, adding to it a succession plan via a celebration ceremony called R20 through creating new model for people management for key positions with the chairman to closely monitor their performance. Moreover, have added a skill inventory matrix that guides the decision makers for new projects awarded.
- Creating a new Performance management system based on KPIS and Competency framework up to the bell curve distribution, along modifying current job descriptions for all traits.

ALARABIA GROUP, EGYPT

INDUSTRY: RETAIL, WHOLESALAE

AUG.18 TO AUG.19

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JOB TITLE: TALENT MANAGEMENT MANAGER

- Developing strategic manpower planning for the group by Analyzing the workforce segmentation to achieve the company goal and have added the passive recruitment concept by ensuring an ongoing pipeline for talent pool, also changed the EVP for the company by headhunting key positions from competitors. And have addressed new recruiting channels out of the BOX.
- Revisiting all policies and procedures across the group and unifying them all to meet all group identity goals, also designed career development plan for sales force team.

SWACTH LTD, SAUDI ARABIA

INDUSTRY: RETAIL

MAR.16 TO MAR. 18

JOB TITLE: REGIONAL HR MANAGER

- Handling Learning Calendar and tailored new material and automate the training via using the talent management program. Moreover, created Material for both (Arabic for non-Arabic Speakers & English for non-English Speakers), along with Team Building activities.
- Maintain policies and procedures, circulars, and monitoring the implementation of Company Values, update the SOPs for all departments and lead achieving the Saudization percentage to meet MOL guidelines.
- following up on operations for 130 Showroom all over the kingdom to help achieve targets on POS that require travelling more than 50% of the time.
- Handling the performance management system and the JDs foundation and updating. Also introduced a new incentive scheme via MENA HR.
- Achieved also being a Committee Member for Urgent tasks (B2B, DCP, Budgeting, Forecasting & Retail Operations), increased conversion rate by 4% of sales staff from Q4 2016 and decreased the turnover rate by 14% Flat from Q1 2017

VESUVIUS, EGYPT

INDUSTRY: CNC PRODUCTION

JUL.14 TO FEB.16

JOB TITLE: HR & ADMINISTRATION MANAGER

- Manage all HR functions the monthly payroll, payables, invoices and company expenses, social insurance, medical, pensions, policies and procedures, the external and internal training cycle, the Company's official and governmental documents, the staff attendance, vacations and filling for the HO, Plant (5 Hangers for 9 production lines) and three accounts, the performance appraisal, the salary review and the yearly increases, promotions through Tower Watson Guidelines, the recruitment and selection process, the job descriptions updates, and the company structure and assist our lawyers with all legal claims and prepare required documentation for court hearings.

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- Achieved applying cost reduction strategy on waste income rather than firing and laying off and save up to 3M in 2015. Solved a workers' Strike at the Plant for consequent 3 days and ensure that all shipments to be delivered on time. Also installed the new ERP System (Delta) and customized it in a way to be compatible with SAP B. Awarded authorized signatures for all financial transactions approvals to have more control on Budget, and finally introduce new incentive scheme the first time to be implemented in EGYPT's office. Visited Brussels and Ostend.

JET, EGYPT

INDUSTRY: CONSTRUCTION

MAR.12 TO JUN.14

JOB TITLE: HR GENERALIST

- Handling all HR functions preparing the Yearly Training Calendar, interviews and hiring process, monthly payroll, personnel, and filing, quarterly and yearly appraisals, employee relations.
- Deeply enhancing my skills in dealing with labors' level.

HYATT, EGYPT

INDUSTRY: HOSPITALITY

NOV.10 TO FEB.12

JOB TITLE: HR TRAINING TEAM LEADER

- Demonstrating success in implementing training modules for the Food & Beverage and Rooms divisions sectors called School of Hospitality

CIB, EGYPT

INDUSTRY: BANKING

JUN.09 TO OCT.10

JOB TITLE: HR BUSINESS PARTNER

- Interview candidates & recommend the most suitable vacant positions, also accountable for the exit interviews and recommending the budget & grade for new hiring in the Consumer Banking Area, and accountable for the transfers in & out of the staff.
- Review monthly attendance and monitor the archiving system.
- Assist in giving training sessions about the Sales & Services Force Standards.
- Formulating and modifying the policies & procedures for the Consumer Banking Area and helping in the performance appraisal.

ARAB BANK, EGYPT

INDUSTRY: BANKING

AUG.08 TO MAR.09

JOB TITLE: HR ASSOCIATE

- Responsible for ensuring the continuous update of the employees' data on the payroll system regarding bonuses, compensations & reimbursements, and medical insurance.

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- Assess & recommend different types of loans requests (Personnel, compensation, cars, etc. ...).
- Contribute to the monthly & quarterly bank statements closing.

EDUCATION**HELWAN UNIVERSITY, EGYPT, DBA**

Oct. 2020 to Feb. 2025

Accomplished 4 semesters, GPA 3.4

Thesis: Critical success factors affecting Family Businesses in Egypt**ESLSCA UNIVERSITY, EGYPT, MBA**

Sep. 2009 to May 2011

Major: Global Management, GPA 3.2

Thesis: Recruitment and Selection Process and its effect on organizational stability and turnover rate.**HELWAN UNIVERSITY, EGYPT, BACHELOR**

Sep. 2002 to Jul. 2008

Major: Economics / English Section with total Grade Good 70%

CERTIFICATES

- **Certified Free Lancer Trainer** from Cambell State University – United States.
- **PHRI** Accredited certification (Credit Hours)
- **ISO 9001 – 2008 QMS:** Internal Auditor Certified from Lloyd's UK
- **AI** Accredited more than 30 hrs. on LinkedIn learning and got certified for more than 8 official courses.