

Mostafa Shehab El-Bardrawy

MBA | SHL Assessor

5th settlement –New Cairo, Egypt

01112156840 -01066674294 Mostafa.shehab16@gmail.com

Marital Status: Married

Date of Birth: 28 October 1984



Profile Overview

Strategic HR Director with 19+ years of experience leading HR transformation, organizational restructuring, and talent strategy across healthcare, FMCG, and marketing sectors. Proven ability to build scalable HR systems, optimize workforce performance, and align HR with business growth.

Professional Experience

Aug 2025 – Present	HR Director	Town Hospital – New Cairo	(Full-time)
		Health care & Hospitality	

Achievements

- Ensured full compliance with Egyptian labor law, social insurance, and payroll tax (WHT), eliminating all legal risks
- Led organizational restructuring, resolving structural gaps and improving operational efficiency and service quality
- Designed and implemented end-to-end HR policies and procedures across all HR functions
- Developed an AI-powered HR assistant, enhancing employee experience and reducing HR response time
- Acted as a key member of the Strategic Committee, contributing to business planning and organizational direction
- Successfully hired and onboarded **3 senior leadership roles (Directors)**
- Built a competency framework for physicians, optimizing shift structures and cost efficiency
- Designed and launched a full onboarding program, improving new hire integration and retention
- Developed and executed a comprehensive training & development roadmap aligned with business needs
- Transformed payroll from a fully manual process to an automated system using Excel & Python
- Reduced cash salary payments from **40% to 3%**, improving financial control and transparency
- Built and implemented a complete job grading and salary structure from scratch, creating a standardized and scalable compensation framework across the organization
- Developed and launched organizational culture initiatives from inception, fostering employee engagement and embedding company values

Oct 2025 – Present	HR Director	Points Event	(Consultant)
		Marketing Solutions	

Managing HR for 75+ employees

- Built org structure and performance systems
- Led recruitment and employer branding initiatives

Feb 2026 – Present	HR Director	Al Khair Hospital - Mansoura	(Consultant)
		Health care & Hospitality	

- Leading HR for 500+ employees
- Workforce planning and organizational setup
- Designing HR policies and compliance systems

Nov 2022 – Jul 2025	HR Manager (TA & HR Audit & Assessment & HR analysis)	EIAbd Foods	(Full-time)
----------------------------	---	--------------------	--------------------

Food and Beverages

Achievements

- Led HR audits & ISO compliance, ensuring alignment with international standards and optimizing HR processes
- Managed high-volume recruitment, achieving 350+ hires/month across multi-level roles
- Built strategic talent pipelines, including launching El-Abd Barista School to support business expansion
- Established and led the Assessment Center, enhancing talent evaluation and development
- Successfully hired strategic leadership positions (C-1 level), strengthening organizational structure
- Reduced employee turnover from 25% to 18% through targeted retention initiatives
- Supported business expansion by staffing 12 branches and 4 mini-stores, achieving full staffing (100%)
- Reduced recruitment cost by 30% through strategic sourcing and process optimization

Jul 2022 – Nov 2022	HR Manager	Granzia Italy	(Full-time)
Consulting Till now		Italy Medical devices & scientific office	

Achievements:

- Resolved all issues related to the company's legal standing with social insurance and labor offices.
- Successfully implemented a layoff plan reducing headcount by 31% (38 out of 120 employees) without receiving any complaints.
- Led a company reorganization to ensure operational continuity.
- Launched the HRIS Dynamics HR system.

Jan 2021 – 2025	HR Instructor	HCC	(Part-time)
		Training Provider	

- Design and deliver the following modules:

- Human Resources Planning
- Training and Development
- Talent Acquisition
- Employer Branding

Aug 2013 – Jul 2022	Group Talent Acquisition & Employer Branding Manager	Ibsina Pharma	(Full-time)
		Pharmaceutical	

Group Ibsina Pharma, including

Ibsina Pharma (Pharmaceutica distribution) | **DIGI360** (Software House) | **Ramp** (Logistics Company),
Shorouk Swiss Hospital | **Scientific Office** (Pharmaceutical / Medical Devices)

Achievements

- Led manpower planning and large-scale hiring, expanding workforce from 2,700 to 7,000 employees in line with business growth
- Established structured recruitment systems including assessment tools, ATS/HRIS integration, and recruitment policies
- Supported business expansion by staffing new hospital and software operations
- Built employer branding strategy including EVP, hiring events, and university partnerships
- Reduced turnover from 45% to 12% and developed full onboarding program (pre-hire to 1 year)
- Launched internship programs training 600+ students, strengthening talent pipeline

- Established and contributed to Assessment & Development Center (SHL methodology)
- Led job evaluation project (200 roles) with 91% accuracy and delivered 360+ training hours

Jun 2012 – Jul 2013	Founder & General Manager	Job4all for HR Services	(Part-time)
Feb 2011 – Jun 2012	Recruitment Section Head	Union Group	(Full-time)
2009 – 2011	HR Supervisor	Uniglobe Egytrav Travel Agency	(Full-time)
2006 – 2009	Senior Recruitment Specialist	Unplugged for Recruitment Recruitment Agency	(Full-time)

Educational Background

Jul 2023	Master of Business Administration	RB College of the United Kingdom
May 2006	LLB in Law	Ain Shams University

Certification and Training

2025	AI For All	Machinfy
2023	PowerBI & Data Analysis	New horizons
2021	Certified Assessor	SHL
2019	HR Balanced Scorecard	HRCI
2018	Competency Based Performance Management System	Top Business
2017	Unlock the Power of LinkedIn	CAREERY
2017	11 Levels English	British Council
2017	Business Administration (Level 3)	LCCI, UK
2015	Talent Management Certificate	ACC
2014	Competency Based Interviews	Job Master
2014	TOT	Brilliance Business School
2014	Performance Management	Knowledge Academy
2011	Targeted Selection® Interviewer	DDI, UK
2009	Professional Diploma in HRM	HRCI