



GALLUP Top 5 Strengths: Achiever | Restorative | Learner | Belief | Positivity

Senior HR executive with 18+ years of end-to-end HR leadership across multinational and large-scale Egyptian organizations in Pharma, Automotive, FMCG, and Retail. A trusted C-suite partner with a track record of driving large-scale HR transformation, building talent pipelines, and aligning people strategy with multi-billion EGP growth agendas. Combines deep OD expertise with strong business acumen to deliver measurable impact at enterprise scale.

KEY HIGHLIGHTS:

- Strategic Leadership: Organizational Design, Change Management, & HR Transformation.
- Talent & Development: Assessment Centers, Succession Planning, & Competency Frameworks.
- Operational Excellence: HRIS Implementation, Process Automation, & Cost Optimization.
- Total Rewards: Job Evaluation (Korn Ferry/Mercer), Grading Structures, & Incentive Systems.

AREAS OF EXPERTISE:

Leading big teams	HR Transformation	HR end to end operations
Organization Design & Development	Change Management	Business Partner
Process Improvement	Assessment Center	Performance Management
Employee Engagement	Talent Development	Employee Relations

MAJOR ACHIEVEMENTS:

- **5-Year Strategy Contribution:** Selected to represent HR in the formulation of Ibn Sina Pharma's 5-year strategic roadmap alongside Logic Consulting Group (2020).
- **Business Continuity Leadership:** Appointed as the OD representative on the Business Continuity Committee, contributing to enterprise-wide resilience planning.
- **EGP 40 Million Cost Saving:** Delivered EGP 40M in cost savings over three years by leading a company-wide Workload Analysis project that identified and eliminated structural inefficiencies.
- **Organization Design:** Initiated and led an enterprise-wide Organization Design project to redesign corporate structure, role accountability frameworks, reward architecture, and learning pathways.
- **Process Streamlining and Restructuring Project:** Led a process automation initiative that reduced operational error rates from 500 incidents to fewer than 20 per cycle — a 96% improvement in process accuracy.
- **Ibn Sina Assessment Centre assessment center project:** Designed and launched Ibn Sina's internal Assessment Centre, certifying assessors through international consultants and embedding it into the succession planning roadmap.

EMPLOYMENT HISTORY:

HR Director Sep 2025 – now

Elixir Pharma (www.elixirpharma-eg.com)

Scope: Leading HR Agenda for a prominent pharmaceutical manufacturing company in partnership with Hetero. Strategically led a comprehensive HR transformation by orchestrating an assessment center for over 100 employees and designing a career architecture and grading structure aligned with a 1 billion EGP growth target. Simultaneously, drove digital excellence through the successful re-launch of the Menaltech (MENAME) system, automating critical performance and compensation modules to enhance organizational data accuracy



HR Director March 2024 – Sep 2025

A-part auto (www.A-part.com)

Main Achievements: Managed PMS, talent acquisition, and compensation projects, including Mercer job evaluation and grading



HR Director May 2023 – Feb 2024

MEVAC (www.me-vac.com)



Main Achievements: Launched a Leadership Development Program featuring Executive Coaching and Gallup strength assessments. Directed internal communications and the Gallup Engagement Survey action planning. Designed PMS and linked it with compensation.

Established in 2011, **MEVAC** is an American Egyptian Animal Health Vaccines manufacturer, and one of the leading global provider of innovative animal health solutions.

OD and HR Business Partners Manager

IBN SINA PHARMA 2018 - April-2023



IBN SINA PHARMA stands today as a major pharmaceutical distributor with more than **80** branches and sales offices nationwide and almost **8000** well-trained staff members, serving retail pharmacies, hospitals, and all major healthcare units across Egypt.

www.ibnsina-pharma.com

Scope: Led three critical HR functions — Organization Development, HR Business Partnering across all sites, and Government & Personnel Relations — reporting directly to the HR Director and heading **57** HR employees

- Lead the development and implementation of functional OD and customer centric initiatives. Working closely with key business stakeholders to improve and refine operating models, design organizational structures and clarify roles and accountabilities. Integrate analytics and data insights in all projects.
- Develops work plans and deploy agile and project management approach to meet agreed milestones with optimum quality, including project goals, approach, resources & responsibilities, interdependencies, timing and success measures, ensuring stakeholder management and support for interventions.
- Actively participated in Organization Restructuring and people optimization project tackling head office employees.
- Successfully managed 120 assessment for middle management positions.
- Accurately evaluated 350 positions using HAY/Korn ferry Methodology.
- Successfully led the balanced scorecard project to cascade corporate objectives.
- Managed and Implemented workload analysis project for the entire company.
- Managed employee grievances and conflict resolution, maintaining a productive and positive work environment.
- Built succession planning strategy and roadmap.
- Successfully participated in implementing new HR System.
- Achieved zero penalties from our partner governmental entities.
- Improved HR Operations team efficiency from 75 % to 90% in two years.

Organization Development Manager



IBN SINA PHARMA 2016-2018

Scope: Led OD and L&D operations encompassing Job Analysis, Job Description, Job Evaluation, Policies & Procedures, Culture, Performance Management, and Training & Development, reporting to the HR Director with 3 direct reports.

HR Business Partner

WADI HOLDINGS 2015-2016



WADI HOLDINGS for food industries, was established in 1985, 16 subsidiaries, 10 brands, 5000 headcount, investment volume USD 250 million, and annual turnover more than USD 300 million.

www.wadigroup.com

Scope: Led end-to-end HR operations for the industrial sector, covering Recruitment, Training, OD, PMS, Employee Relations, and Personnel, reporting to the CPO with a dotted line to the Industrial Sector Head, managing 2 HR Generalists directly and 6 Managers indirectly.

- Competently mapped and graded **400** positions for the first time in Wadi Group.
- Successfully hired top talented managerial and white & blue collars for Soya Factory.
- Managed the annual salary increase cycle for the industrial sector (6 plants, 1,500 employees) using bell curve distribution in alignment with the Group Compensation Manager.
- Redesigned and reengineered the Soya Plant operational structure to achieve targeted production capacity.
- Designed a unified Performance Appraisal form as the foundation of the PMS rollout and linked it directly to annual increase decisions.
- Conducted the first-ever job mapping and grading exercise for 400 positions across Wadi Group.
- Successfully hired top talented managerial and white & blue collars for Soya Factory.
- Managed the annual salary increase cycle for the industrial sector (6 plants, 1,500 employees) using bell curve distribution in alignment with the Group Compensation Manager.
- Redesigned and reengineered the Soya Plant operational structure to achieve targeted production capacity.
- Designed a unified Performance Appraisal form as the foundation of the PMS rollout and linked it directly to annual increase decisions.
- Develop and implement HC Strategies in line with overall business strategy and business direction, with a focus on attracting, retaining and developing talent
- Work with various HC Functions drive and deliver key HC initiatives such as performance management and talent reviews, succession planning, talent development, total rewards, employee relations and employee experience
- Collaborate with functional leaders on organization design and planning initiatives such as developing organizational structures, operating models, and manpower planning
- Support in reviewing and approving role profiles to fit role requirements and guidelines
- Develop and implement talent acquisition strategies and lead end-to-end recruitment to attract talent for the assigned business unit
- Forecast manpower needs and costs within the overall budget
- Conduct HC interviews to support the overall recruitment process
- Ensure implementation of the talent management processes and frameworks containing best practice element
- Coach and build the capability of senior managers to contribute to organization effectiveness
- Effectively designed Unified Quarterly Bonus System for the Industrial Sector.

Organization Development Manager

IBN SINA PHARMA 2013-2015



Scope: Managed OD & Training operations including Job Analysis, Job Evaluation, PMS, and L&D, reporting to the HR Director, with 3 direct reports and 26 HR Officers in an indirect reporting line.

Organization Development Section Head

UNION GROUP 2011-2013



UNION GROUP is a leading company in distribution, logistics, and retail & after sale service sector, specialized in telecommunication products as well as consumer electronics; has developed a wide distribution network covering the majority of the retail outlets in Egypt and UAE.

www.uniongroupegypt.com

Scope: Managed OD operations covering Job Analysis, Job Evaluation, PMS, HR SOPs, Succession Planning, Career Path, Authority Matrix, and Employee Handbook, reporting to the HR Manager and supervising one OD Specialist.

- Pioneered the first Job Analysis & Job Description project in Union Group history, covering 100 positions.
- Successfully implemented satisfaction/engagement survey and observed its implications along with head of departments.
- Built and deployed a comprehensive HR SOPs library from scratch.
- Designed and operationalized a full Competency Framework including behavioral levels, from scratch.
- Competently developed and implemented succession planning / career path programs

Started my HR career at **B.TECH** in 2008 as an organization development specialist , then was promoted to organization development supervisor in 2010 , then moved to Union Group in 2011 as an Organization Development Section Head where a lot of achievements and success stories took place . **

EDUCATION:

- **DBA** | Royal British College “RB College of the United Kingdom” | in progress (expected completion date; Q1 2026)
- **MBA** | Royal British College “RB College of the United Kingdom” | August 2023
- HR Diploma | AUC | 2010
- Bachelor of Commerce, English Section | Assiut University | 2007



AGILE LEARNING:

- CIPD Level 7 | CIPD | UK | 2020 ”in process”
- Practitioner Certificate in Modelling Business Process | BCS | UK | April 2021
- Certified Assessor | SHL | UK | March 2021
- CPLP Preparations | ATD Association | 2016
- HR Analytics (in progress) | Middle Earth HR | 2016
- Project Management | Wadi Group | 2016
- Performance Management Systems | Job Master | 2014
- Job Analysis & Competency Modelling Applying Hay Methodology | B.Tech | 2010
- Targeted Selection | DDI | 2009

HONORS & AWARDS:

- Recognition by Chairman for applying the “Job Profiling Project & Satisfaction Survey” in Union Group for the first time | 2011
- Achieved “Employee of The Year” | B.TECH | 2009

PERSONAL DATA

Year of Birth: 1985
Address: Obour City
Marital Status: Married
Military Service: Exempted