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PROFESSIONAL SUMMARY

Strategic HR & Administration Director with over 23 years of heavyweight leadership experience across multinational manufacturing sectors (F&B, Electronics, FMCG). Expert in high-stakes greenfield startups and large-scale organizational restructuring. Proven track record in transforming People & Culture landscapes, reducing turnover, and capturing millions in operational cost savings. Expert in global-standard compliance (SEDEX/SMETA) and driving digital transformation via Tier-1 ERP systems. Dedicated to aligning complex human capital strategies with financial growth and industrial operational excellence.

EDUCATIONAL BACKGROUND

MBA (Master of Business Administration) – Arab Academy for Science & Technology (2015)

Human Resources Professional Diploma – American University in Cairo (AUC) (2006)

B.S.C. of Commerce – Helwan University (2002)

PROFESSIONAL HISTORY

Rich Land Food Industries (Al Monairy Holding) – HR & Admin Senior Manager	2025 – Present
Rehana Group – Human Resources & Administration Director	2020 – 2025
Alarabia Group – Human Resources & Administration Manager	2017 – 2020
Samsung Electronics – HR & Administration Group Manager	2012 – 2017
Al Dahra Agriculture – HR & Administration Group Manager	2010 – 2012
Momen Group – HR & Admin Manager / Section Head	2007 – 2010
EL KHORAFI Group (EMAK) – HR & Administration Senior Specialist	2005 – 2007
GES (FCC) Group – HR Assistant	2002 – 2005

CORE DIRECTORATE RESPONSIBILITIES

I. Strategic HR & People Culture Leadership

- **Executive Partnership:** Act as primary advisor to the Board, aligning HR initiatives with 5-year corporate expansion and financial goals.
- **Organizational Development (OD):** Architect complex structures, leading manpower planning and job design to eliminate departmental silos.
- **Culture Transformation:** Cultivate a high-performance "People First" culture, leading change management and diversity/inclusion strategies.
- **Engagement Frameworks:** Design holistic well-being programs and internal communication to boost morale and foster long-term loyalty.
- **Talent & Succession:** Direct end-to-end recruitment for executive/technical roles; build leadership pipelines and mentoring frameworks.
- **Labor Relations:** Serve as final authority on employee relations, ensuring fair resolution of labor disputes and industrial harmony.

II. HR Operations, Total Rewards & Systems

- **Compensation & Benefits:** Design and implement global grading systems and market-aligned salary scales (HAY, Mercer, Willis Towers Watson).
- **Performance Optimization:** Drive KPI and OKR frameworks, ensuring individual performance is strictly measured against corporate ROI.
- **ERP & Digitalization:** Lead implementation and optimization of HRIS/ERP modules (SAP, Oracle, MS Dynamics) to automate workflows.
- **Regulatory Compliance:** Guarantee 100% adherence to Egyptian Labor Laws, Social Insurance, and global export audits (SEDEX/SMETA).
- **Data Analytics:** Monitor HR metrics (turnover, training ROI) to provide the Board with actionable data-driven insights.
- **Policy Governance:** Author and enforce corporate HR manuals to ensure operational consistency across all manufacturing units.

III. General Administration & Facility Logistics

- **Fleet & Transportation:** Optimize staff shuttle networks and manage executive vehicle leasing, maintenance, and insurance programs.
- **Asset & Cost Control:** Monitor fuel card utilization and evaluate mileage via GPS telematics to minimize Total Cost of Ownership (TCO).
- **Site Management:** Oversee housekeeping, industrial cleaning, landscaping, and building maintenance (HVAC, Electrical, Plumbing).
- **Utilities & Resource Optimization:** Lead energy and water conservation initiatives; audit consumption to reduce fixed administrative Opex.
- **Telecom & Logistics:** Supervise mobile fleet procurement, corporate subscription plans, and high-level telecom infrastructure.
- **Hospitality:** Manage industrial catering contracts, on-site cafeterias, and logistics for executive board meetings and staff workshops.

IV. Governance, Security & Risk Management

- **Security & Defense:** Direct security activities, including CCTV networks, perimeter guards, and physical access controls for assets.
- **Safety & OHS Compliance:** Serve as Chief Safety Officer; organize fire drills and enforce occupational hazard standards.
- **Governmental Affairs:** Manage relationships with regulatory bodies; handle business licenses, permits, and registration renewals.
- **Vendor Contracts:** Negotiate Service Level Agreements (SLAs) with all external contractors to ensure value and service quality.
- **Budgetary Oversight:** Develop and manage annual Administrative and HR Opex/Capex budgets with strict fiscal discipline.
- **Medical Care:** Oversee corporate health insurance policies and manage on-site clinic assets to ensure workforce health.

KEY STRATEGIC ACHIEVEMENTS

Rehana Group

- **Strategic Leadership:** Promoted to manage the entire Administrative Sector (HR, IT, Security, Legal) as core strategic board advisor.
- **Retention Turnaround:** Successfully reduced turnover from 11.5% to a record 1.7%, significantly increasing factory output.
- **Zero-Cost ERP Rollout:** Orchestrated 12-department ERP implementation in 9 months via an EBRD strategic funding grant.
- **Operational Savings:** Saved EGP 1.4 Million in 2021 by restructuring transport networks and office space utilization.

Samsung Electronics

- **Greenfield Setup:** Led complete infrastructure setup of the Middle East's largest industrial complex in a record 8 months.
- **Rapid Acquisition:** Recruited and onboarded 1,850 staff in 6 months via strategic partnerships with USAID and the Ministry of Education.
- **Crisis Resolution:** Successfully resolved the 2014 labor strike and implemented policies that permanently eliminated future strikes.
- **Global Optimization:** Won 1st place worldwide in cost optimization (2015), capturing EGP 14 Million in administrative savings.
- **Training Excellence:** Ranked 3rd worldwide for training performance (2016), hitting 132 training hours per employee.
- **Compliance Mastery:** Maintained a 100% clean legal record with zero labor or government violations over 6 consecutive years.

Al Arabia Group

- **Workforce Optimization:** Led restructuring that optimized headcount by 25.8% (970 to 720) without impacting productivity.
- **Expense Audit:** Audited general administration operational expenses, achieving EGP 2.5 Million in total savings in 2019.

Momen Group

- **HR Infrastructure:** Authored the corporate HR Manual; implemented the HAY Job Evaluation System and market-aligned salary scales.
- **Grant Acquisition:** Orchestrated a 228,000-hour training plan for 3,800 staff; secured a €1 Million grant from the IMC.

TECHNICAL MASTERY & LANGUAGES

Digital Systems: MS Dynamics (Key User) | SAP & Oracle (End User) | ERP Transformation | HRIS Management.

Strategic Management: HAY & Mercer Job Evaluation | KPI/OKR Frameworks | SEDEX/SMETA Compliance Auditing.

Operations: GPS Telematics & Fleet Monitoring | Utility Optimization | Vendor SLA Negotiation | OHS Fire Safety.

Languages: English (Very Good Professional Proficiency) | French (Fair / Basic).