

Alaa Elsheny

Human Resources & Organizational Development Manager

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Professional Summary

Strategic Human Resources & Organizational Development Manager with over 20 years of experience leading HR operations and driving organizational transformation across diverse industries including retail, entertainment, manufacturing, logistics, and agriculture.

Proven ability to align HR strategies with business objectives, develop high-performance cultures, and implement effective talent management, performance management, and employee engagement programs. Experienced in managing HR functions for organizations with over 1000 employees while ensuring compliance with labor laws and corporate governance standards.

Core Competencies

Strategic HR Management

Organizational Development (OD)

Talent Acquisition & Workforce Planning

Performance Management Systems

Compensation & Benefits

Employee Relations & Conflict Resolution

HR Policies & Governance

Training & Leadership Development

HR Analytics & KPI Management

Change Management & Culture Transformation

Professional Experience

Human Resources & Organizational Development Manager – MEC Doors & Gates (Egypt) | Nov 2025 – March 2026

Design and implement talent management strategies including workforce planning and succession planning.

Lead employee engagement initiatives to strengthen organizational culture and retention.

Implement KPI-driven performance management systems linked to productivity and business results.

Monitor HR metrics including turnover, absenteeism and workforce productivity.

Ensure full compliance with Egyptian labor law and company policies.

Human Resources Manager – MA Anderson Co. (Egypt) | Mar 2022 – April 2025

Manage the staffing process, including recruiting, interviewing, hiring and onboarding.

Ensure job descriptions are up to date and compliant with all local regulations.

Ensure all company HR policies are applied consistently.

Develop training materials and performance management programs to help ensure employees understand their job responsibilities.

Create a compensation strategy for all employees based on market research and pay surveys; keep the strategy up to date.

Investigate employee issues and conflicts and bring them to resolution.

Develop and implement HR strategies and initiatives aligned with the overall business strategy.

Support current and future business needs through the development, engagement, motivation, and preservation of human capital.

Develop and monitor overall HR strategies, systems, tactics and procedures across the organization.

Oversee and manage a performance appraisal system that drives high performance.

Partner with management to ensure strategic HR goals are aligned with business initiatives.

Ensure legal compliance throughout human resource management.

Design and implement employee retention strategies.

HR & Administration Manager – Abdullah Al Othaim Leisure (Egypt) | Jan 2014 – Feb 2022

Played a key role in establishing the company's HR and administrative structure from inception.

Developing policies, procedures, and operational frameworks to support business growth.

Led the setup and management of the Human Resources and Administration Departments, ensuring alignment with organizational strategy and operational objectives.

Directed end-to-end recruitment and workforce planning, building high-performing Teams to support rapid business expansion and operational needs.

Oversaw HR operations including payroll, employee relations, onboarding, Performance management and policy implementation.

Ensured full compliance with labor laws and regulations, including management of Social insurance and medical insurance programs.

Developed and implemented HR policies, procedures, and operational standards to enhance efficiency, transparency, and consistency across the organization.

Established and monitored Key Performance Indicators (KPIs) to evaluate team productivity and support data-driven decision-making.

Managed administrative operations including logistics, facility planning, and internal support services to maintain smooth daily operations.

Prepared strategic and operational reports for senior management to support planning, performance monitoring, and decision-making.

Led the successful opening and operational launch of multiple entertainment and family-attraction projects, managing HR setup, staffing, and operational readiness.

Contributed directly to the expansion and operational management of major entertainment brands in Egypt, including:

Snow City – City Stars Mall

Extreme Land – Madinaty

Faby Land – Dandy Mega Mall

My Town – City Stars Mall - Dandy Mega Mall

Coordinated large-scale operational and administrative initiatives that improved organizational efficiency and supported long-term business success.

Senior HR Business Partner – Abdullah Al Othaim Holding (Saudi Arabia) | Oct 2008–Jan 2014

Planned, developed, and administrated recruitment and retention programs.

Advised business partners on employment law and employee relations issues.

Partnered with field leaders to attract, develop and retain top talent in support of corporate business strategy.

Drove analysis and forecasting for workforce supply and demand.

Recommended initiatives to boost employee morale and satisfaction, increasing retention.

Provided advice and assistance on performance management and employee relations.

Evaluated current workforce to assess gaps and develop talent.

Prepared and negotiated contracts for both local employees and those recruited from outside the country.

Chairman Office Manager – Abdullah Al Othaim Holding (Saudi Arabia) | Aug 2006 – Oct 2008

Handle and ensure proper execution of all correspondence of the Chairman and Managing Director

A strategic partner in human resources management and government relations.

Arrange for Board Meetings and General Assembly and carry out all duties of the Secretary of the Board. Take minutes of meetings and ensure proper distribution of copies to participants.

Providing efficient / effective secretarial and administrative functions to the management office.

Responsible for meeting and greeting visitors of the management team and ensuring best customer service in terms of hospitality - (including management team members).

Responsible for extensive travel management including ticketing, transportation and accommodation, prepares itineraries; maintains travel vouchers and records.

Receive, direct and relay telephone messages and fax messages Responsible for all personal assistance duties for the Chairman.

Ensure effective and efficient documentation, filing and database management.

Act as a primary point of contact for all employees and external parties on matters pertaining to the management office, and thus responsible for projecting a positive and professional image.

Providing efficient / effective coordination, planning, and supporting daily operational and administrative function to the management office including diary management.

Organizing and arranging all requirements relating to events / meetings (including Minutes of Meeting) as well as revision/cancellation of the same.

Responsible for coordinating with other internal departments to ensure completion of department goals / activities and alignment with management objectives.

Responsible for promoting brand awareness and suggesting recommendations for continuous improvement.

Efficient handling / Managing of assigned projects and conducting research work.

HR Generalist – Cairo Sheraton Hotel (Egypt) | Oct 2003 – Apr 2006

Run the daily functions including hiring and interviewing staff, administering pay, benefits, and leave.

Maintaining records of personnel-related data in both paper and the database and ensure all employment requirements are met.

Support other assigned functions.

Perform orientations, onboarding, and update records with new hires.

Provide administrative support.

Answering all internal and external HR-related queries and requests.

Education

Bachelor of Commerce – Ain Shams University (2003)

HRMP Certification

Personal Information

Date of Birth: 11 March 1982

Nationality: Egyptian