

DR. REHAB ARDASH

Country Lead- Head of HR, North Africa

☎ 0100.2104224 ✉ Rehab.Ibrahim75@yahoo.com 📍 Cairo, Egypt



SUMMARY

I am an accomplished HR leader with over 25 years of experience in strategic human resource planning and management. I focus on developing recruitment strategies, leadership programs, and data-driven performance initiatives that align with business objectives. My track record includes improving employee engagement, talent retention, and operational efficiency in various industries.

EXPERIENCE

01/2025 - Present

North Africa

Country Lead - Head of HR for North Africa

CARMA

- Rapidly promoted and now oversees all HR functions for North African offices, ensuring alignment with global HR strategy and regional compliance.

12/2022 - 12/2024

Senior People & Culture Manager

CARMA

- Reduced turnover by 50% through targeted HR initiatives, including robust resourcing strategies and employee well-being programs.
- Spearheaded the development and implementation of CARMA's comprehensive HR strategy, encompassing organization design, compensation, and employee engagement.
- Developed performance dashboards to provide real-time insights to senior management, driving data-informed decisions.
- Enhanced recruitment processes, filling 88 key positions within one month and achieving a 99% success rate in new hires without external recruitment agencies.

02/2017 - 11/2022

Human Resources Consultant

USAID

- Improved compliance by 30% by advising top management on HR policies for 10 manufacturing companies.
- Improved HR efficiency by 20% by conducting comprehensive audits to resolve workforce challenges.

08/2017 - 11/2022

Emotional Intelligence Consultant

Limitless Academy

- Improved employee well-being by 15% by developing tailored programs boosting resilience in high-stress settings.

06/2018 - 11/2022

Lecturer in Human Resources Management/Emotional Intelligence

National Training Academy

- Delivered HR and emotional intelligence lectures, fostering future leaders through comprehensive curriculum design and evaluation

01/2016 - 01/2020

Board Member

WE Data Egypt & Jordan, Nile University & MENA Submarine Cable Systems

- Served on corporate boards, offering leadership, strategic governance, and enhancing alumni and organizational engagement.

07/2014 - 01/2017

HR Director

Tallita Company

- Established and led HR operations, encompassing recruitment, onboarding, performance management, and succession planning.
- Increased compliance by 15% by implementing HR initiatives with leadership aligning with growth goals.

12/2005 - 06/2014

Human Resources & Internal Communication Director

ITIDA

- Aligned HR strategy with business objectives, driving recruitment, employee development, and retention efforts.
- Boosted employee engagement by 25% by implementing a performance management framework and feedback channels.

EXPERIENCE

12/2000 - 12/2005

Regional HR Team Manager

Showtime/OSN

- Directed HR operations across multiple sites, overseeing recruitment, compensation, and employee development programs.
- Increased employee engagement by 22% by developing comprehensive HR policies and leading initiatives.

05/1999 - 11/2000

HR Supervisor

Showtime/OSN

- Improved regulatory compliance rate by 15% through effective management of employee-facing HR services.
- Improved team proficiency by 20% by co-authoring the Arabic Management Handbook and leading 25 policy training sessions.

06/1997 - 04/1999

HR Supervisor / HR Specialist

EMAK/ Al-Kharafi

- Rapidly promoted for excellence in recruitment, benefits administration, and employee relations

EDUCATION

01/2022 - 06/2022

Diploma in Psychology

Ain Shams University

Cairo, Egypt

01/2016 - 06/2016

Social and Emotional Intelligence Certificate

ISEI

Colorado, USA

05/2009 - 05/2013

Doctor of Business Administration

Ain Shams University

Cairo, Egypt

01/2009 - 04/2009

Professional Management Certificate

Microsoft - Egypt Government Leaders Academy

Cairo, Egypt

01/2007 - 01/2009

Executive Master of Business Administration (EMBA)

Nile University

Cairo, Egypt

01/2005 - 07/2005

HR Professional Certificate

American University in Cairo

Cairo, Egypt

09/1994 - 05/1997

Bachelor of Commerce

Ain Shams University

Cairo, Egypt

KEY ACHIEVEMENTS

& Award-Winning Leadership

Recipient of multiple HR excellence awards, including the '24 CARMA Excellence Award, '2023 CARMA Ambassador, '13 Best HR Program Award (Career Nation), and '10 Excellence in HR Management (EHRMA)

& Retention Strategy

Developed a recognition and rewards program that increased talent retention by 90%

O Employee Engagement

Designed and implemented an employee satisfaction survey, increasing satisfaction by 25% and annual survey participation by 39%

S Training Success

Launched a public/private training initiative for 2,500+ trainees, improving employee productivity and reducing the need for direct supervision

LANGUAGES

English
Native



Arabic
Native



SKILLS

Leadership Development

Data-driven Performance Initiatives

HR Policy Development

Employee Engagement

Internal Communication

Emotional Intelligence

Succession Planning

Organizational Design

Talent Retention