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SUMMARY

Versatile Human Resources & Transformative Management leader, offering 15+ years of experience in Retail, Hospitality, Construction, Telecommunications, Financial Services, Aviation, Architecture, Manufacturing & IT – Software Services; with a proven record of facilitating profitability through the development and management of Human Resources operations in corporate environments as well as Startups; special expertise in building and leading top-performing teams, turning around troubled organizations, and establishing HR departments from scratch. Initiative-taking change agent who spends time in the employee environment, encouraging learning and promoting increased productivity that results in value-added customer service as well as increased Return on Investment (ROI). Driven transformation expert, ambitious in meeting and surpassing operational and profit objectives through imaginative, passionate, and knowledgeable management. Significant background in leadership positions focused on spearheading necessary change to keep organizations scalable and successful in dynamic markets.

EXPERIENCE

HEAD OF HUMAN RESOURCES (KSA, UAE, QATAR, KUWAIT & EGYPT) | 2024 - PRESENT

AWAZEL, EGYPT

- Regional setup of People functions across KSA, UAE, Qatar, Kuwait & Egypt.
- Designed integrated **organizational capability frameworks** to align workforce with business expansion strategy.
- Initiated leadership **pipeline programs** and talent review processes for critical roles.

HEAD OF HUMAN RESOURCES (UAE, KSA, EGYPT & UK) | 2023 - 2024

IMAKER GROUP, UNITED ARAB EMIRATES

- **Global HR Transformation/Setting up the HR Department from scratch** for UAE, KSA, Egypt & UK – Talent Acquisition, Onboarding, Training, Performance Management, Succession Planning, Employee Engagement & Retention, Talent Analytics & Workforce Planning, DEI Initiatives, Compensation & Benefits, Employee Well Being, Organizational Structure & Process Design and Cultural Transformation.

SENIOR HR MANAGER (EGYPT) | 2018 - 2023

EGYPT AIR, EGYPT

- Led **HR digital transformation projects** as well as the roll-out of HRIS & Talent Management solutions for multiple locations to include, core HCM, Compensation & Benefits, Recruitment, Onboarding, Talent Management, Leave and Absence Plans, Business Processes, Reporting, and support of Payroll.
- Spearheaded **Leadership-to-leadership development**.
- Developed **talent acquisition strategies** and hiring plans. Led employment branding initiatives and ensured positive candidate experience.
- Led/participated in **HR Analytics** Research projects.
- Developed comprehensive **on-boarding** program and retention management training that reduced turnover by 50% in key positions.
- Customized career progression and manager "Fast Track" programs that developed the management team and increased company over-all talent pool by 25%.

SENIOR REGIONAL MANAGER – RESOURCING/L&D (GCC, LEVANT & EGYPT – FIXED TERM) | 2015 - 2017

PWC MIDDLE EAST, EGYPT

- Conducted research and analysis of organizational trends including review of reports and metrics from the organizations' Human Resource information system (HRIS), to improve profitability.
- Developed and implemented **departmental budget**. Managed the team by optimizing headcount, managing/overseeing joiners, leavers, and secondments, increasing utilization and being aware of the impact on employee engagement as well as employee training demands.
- Created **career development programs** for key positions increasing the company's future leader pool by 25%.
- Achieved **record profits** with strategic management of the region's HR, L&D & Support operations.

HUMAN RESOURCES SERVICES MANAGER (EGYPT) | 2012 - 2015

M. H. ALSHAYA, EGYPT

- Built insight and action plans around competitor intelligence and industry trends to ensure systems remain forward thinking and agile.
- Developed change management plans for HRM projects and led change management work streams.
- Achieved government related savings of around 6 million EGP pertaining to income tax inspection and government social insurance.
- Directed Human Resources at **100 retail stores as well as 1 LDC** (Local Distribution Center/ Warehouse).
- Managed department restructure as well as expansion with infused systems in place.
- Developed **SOPs/SLAs** (Standard Operating Procedures/Service Level Agreements); in addition to expediting existing processes leading to increased employee satisfaction by 50%.
- **Managed a team of thirty employees.**
- Managed volume recruitment projects alongside HR & Training projects for operation and support services, including existing as well as new brands in the market (i.e., **Starbucks, Payless, Victoria's Secret, Bath & Body Works, Evans, H&M, Claire's, The Body Shop, Pinkberry, Debenhams, Next, American Eagle, and Mother Care**).
- Designed and presented management-training programs ranging from first-line supervisors to senior management teams to facilitate understanding of employment relations, labor law, recruiting, and organizational development; program functioned as cornerstone for employee retention, and increased employee morale.
- Boosted employee morale through **incentive programs** and service recognition awards.
- Initiated HR reporting system to update senior managers on progress of HR goals in areas such as recruitment, turnover, employee retention, recruitment cost, benefit cost, legal issues, and cost savings efforts.
- Monitored the disciplinary, grievance and performance management processes in accordance with labor law requirements.

ASSISTANT HR MANAGER – PREOPENING TEAM (EGYPT) | 2009 - 2011

MELIA SHARM RESORT, MELIA HOTELS INTERNATIONAL, EGYPT

- Setup and structured the whole HR function for **preopening** (strategy, manpower budgeting and planning, manning guide, recruitment, labor law compliance, social insurance compliance, organizational design, compensation and benefits, onboarding, training, and statistical reporting).
- **Led HR operations post opening.**

ASSISTANT HR MANAGER (UAE) | 2007 - 2009

JUMEIRAH, UNITED ARAB EMIRATES

- Managed recruitment and selection for junior, middle as well as senior management within the resort.
- Organized open days to ensure continuous full **headcount of 3500 colleagues**.
- Organized recruitment advertising according to Jumeirah's visual guidelines, via the Applicant Tracking System (ATS - sniper hire).
- Led **Emiratization** target achievement for the whole resort; acted as coach & mentor for UAE national staff.
- Organized employee records consistently, staying compliant with internal and government requirements.

HR EXECUTIVE (UAE) | 2005 - 2007

JUMEIRAH, UNITED ARAB EMIRATES

- Maintained the annual performance appraisal exercise.
- Conducted induction sessions for newly hired colleagues.
- Consulted with group payroll regarding salaries, sick leave, extra hours, lieu days and employees' queries.
- Screened candidates by interviewing applicants and administering pre-employment evaluations.

EDUCATION

MBA, UNIVERSITY OF ROEHAMPTON, UNITED KINGDOM

HUMAN RESOURCES DIPLOMA, THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT, UNITED ARAB EMIRATES

BACHELOR OF POLITICAL SCIENCES, MINOR IN BUSINESS ADMINISTRATION, CAIRO UNIVERSITY, EGYPT

CORE COMPETENCIES:

- HR STRATEGY & TRANSFORMATION
- ORGANIZATIONAL DEVELOPMENT
- TALENT ACQUISITION & RETENTION
- LEARNING & DEVELOPMENT
- PERFORMANCE MANAGEMENT
- HRIS IMPLEMENTATION & DIGITAL HR
- SUCCESSION PLANNING
- COMPENSATION & BENEFITS
- EMPLOYEE ENGAGEMENT & CULTURE CHANGE
- CHANGE MANAGEMENT
- DEI INITIATIVES
- WORKFORCE PLANNING & ANALYTICS

TECHNICAL SKILLS

- HRIS (SAP, ORACLE, WORKDAY, SNIPERHIRE)
- MICROSOFT OFFICE SUITE (EXCEL, POWERPOINT, WORD)
- DATA ANALYTICS & REPORTING TOOLS