

**Mina Naguib**  
**Group OD Manager**



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## Executive Summary

Strategic HR & Organizational Development Manager with 17+ years of experience in multinational, non-profit, and industrial sectors. Proven success in HR transformation, culture change, and organizational restructuring. Expertise in aligning people strategies with business goals, leading change initiatives, and implementing digital HR systems (SAP 4HANA, Oracle, HITS, Infinity). Passionate about culture-driven leadership and enabling sustainable, people-first growth.

## Professional Experience

- **Group OD Manager – NACITA Corporate**  
September 2023 – Present  
Led strategic HR transformation for 1300+ employees across 3 business units, focusing on organizational design and culture alignment.
- **Regional HR & Admin Manager – DotC United Group (FinTech)**  
September 2021 – September 2023  
Built Egypt's HR function from the ground up; implemented core HR policies, performance management, and change enablement across MENA.
- **Group HR & Admin Manager – HEIA NGO**  
October 2018 – August 2021  
Implemented HR ERP (Infinity); restructured organization KPIs and aligned practices with law 149/2019 across three national locations.
- **HR Section Head (Acting HR Manager) – EGA Mercedes-Benz**  
June 2015 – September 2018  
Managed SAP HCM deployment; improved HR operational efficiency and compliance with ISO standards.
- **Sr. HR Generalist & Recruitment Head – Fresh Electric Group**  
June 2012 – May 2015  
Oversaw hiring for 5,700+ employees; led SAP HCM transformation and talent development strategy.
- **HR Generalist – Hesni Group**  
March 2009 – May 2012  
Delivered training programs and supported policy development for large-scale manufacturing operations.

## Leadership Impact & Transformation Initiatives

- At NACITA Corporate, orchestrated a company-wide cultural shift by embedding leadership values and enabling alignment across all business units.
- At DotC United Group, co-developed strategic HR blueprints with regional leadership, facilitating scalable HR operations and talent readiness across new markets.
- At HEIA NGO, championed the integration of digital HR capabilities and fostered a performance-driven mindset across departments.
- At Fresh Electric and EGA Mercedes-Benz, enhanced HR governance and streamlined core processes in compensation, benefits, and labor relations.

- Across all organizations, provided strategic oversight for HR digitalization projects, leading to greater efficiency, policy standardization, and compliance maturity.

## Education

- Doctorate of Business Administration (DBA) – In Progress, Ain Shams University
- MBA in Strategic Management – Very Good, 2023, Ain Shams University
- BC in Ancient European Civilization – 2008, Ain Shams University

## Certifications

- PHR (SHRM-CP) – SHRM, USA
- ISO 9001:2015 Lead Auditor – ERCA & EGAC
- IATF 16949 Awareness – TUV Nord
- Social Insurance Law 148/2019 – German-Arab Chamber

## Key Competencies & Focus Areas

- HR & Organizational Transformation
- Culture Development & Change Management
- Strategic Workforce Planning
- Agile & Digital HR (SAP, Oracle, HITS)
- Talent Acquisition & Succession Planning
- Leadership Coaching & Capability Building
- Performance Management & KPIs
- HR Policy & Compliance
- Employee Engagement & Experience
- HR Business Partnering

## Selected Achievements

- Established full HR architecture for DotC Egypt during startup phase, enabling 100% compliance and full talent ramp-up within 4 months.
- Led SAP 4HANA deployment across Fresh Electric, cutting payroll and attendance cycle times by 40%.
- Developed KPI frameworks and updated organizational structure at HEIA to comply with NGO law and drive transparency.
- Supported ISO 9001:2015 certification at EGA and led cross-functional audit readiness.
- Designed and launched a performance appraisal system that increased internal promotions by 28% over two years.

## Languages

- Arabic: Native
- English: Very Good
- Italian: Very Good (Reading/Writing)
- Greek & Latin: Academic Proficiency