

Nahla Esam Mohamed Kafafy

Profile Summary

Regional HR Expert with 15+ years of experience leading full-spectrum HR functions across Automotive Manufacturing, Real Estate Development, Property Management, Chemical Manufacturing, Education, FMCG, Luxury Goods, and Industrial Operations across Egypt, UAE, and KSA, including international HR project exposure in Orlando, Florida within a real estate development environment.

Expert in translating HR strategies into practical, business-driven governance that enhances HR operations, ensures labor compliance, and optimizes workforce performance. Recognized for building and leading high-performing teams, strengthening organizational culture, and driving employee engagement, supporting sustainable business growth across complex, high-volume environments.

Career Highlights & Key Achievements

HR Strategy & Business Alignment: Adapt and implement Regional HR strategies into tailored, on-the-ground plans that enhance plant performance. Collaborate with external vendors and subject matter experts to leverage industry expertise and resources for HR best practices. Utilize metrics and data analytics to measure the effectiveness and impact of various HR initiatives, making data-driven decisions for continuous improvement. Foster a culture & Practices of continuous improvement.

Performance Management: Developed and implemented performance management frameworks aligned with company strategy. Led the creation and development of KPIs and OKRs. Developed and implemented performance metrics and dashboards to track overall organizational performance and key strategic initiatives. Successfully managed and directed quarterly and annual performance appraisal cycles. Managed critical performance cases, including Performance Improvement Plans (PIPs), driving performance improvement and accountability. Enabled leaders through coaching on performance planning (KPIs/OKRs), evaluation, feedback, and employee development.

Organizational Development & Change Management: Developed and enforced corporate policies and SOPs, ensuring regulatory compliance and organizational standardization. Led enterprise-wide change management initiatives, including workflow optimization, organizational restructuring, and digital transformation. Leveraged Lean Six Sigma methodologies to drive process enhancement initiatives, improving efficiency and streamlining workflows. Optimized operating models to strengthen governance frameworks, enhance accountability, and improve business alignment. Led HSSE HR initiatives, enhancing employee awareness, ensuring compliance, and reinforcing a strong safety culture.

Culture Reinforcement & Employee Engagement: Drive cultural evolution toward greater accountability, agility, collaboration, and pride of belonging. Establish effective internal communication channels. Promote staff well-being initiatives and psychosocial considerations where appropriate. Manage employee relations by serving as a point of contact for employee inquiries and concerns. Drive initiatives to deliver engaging experience, enhance the company's employer brand in the market. Enhanced team efficiency and engagement through streamlined procedures, reporting, and proactive support.

Learning & Development: Launch learning, leadership, and coaching programs that build internal capability and future-ready. Designed and executed a comprehensive L&D strategy covering on boarding, functional skills, and leadership development. Drove measurable improvements in employee performance, adaptability, and business outcomes by aligning learning programs with organizational goals.

Successor Development Frameworks: Implemented structured succession planning frameworks. Developed successor pipelines through integrated career pathing and mentorship programs, strengthening long-term talent sustainability & leadership continuity and pipeline readiness.

Compliance & Risk Management: Ensured all HR practices comply with labor laws in Egypt and GCC countries, as well as workplace safety regulations, maintaining legal and regulatory adherence. Provided expert support for internal and external audits, implementing effective corrective actions to strengthen governance and minimize compliance risks. Led compliance initiatives across HR functions, maintaining accurate, legally compliant employee records and documentation. Developed and implemented risk management strategies to mitigate operational, legal, and regulatory exposure across HR processes.

HR Operation: Delivered accurate and timely payroll operations across multi-country environments, ensuring operational efficiency and process excellence. Achieved operational excellence by optimizing HR processes, streamlining workflows, and enhancing service delivery across multiple sites. Led HR audits for operational processes, implementing corrective actions to improve efficiency, control, and process integrity. Worked with a team in a mega project for job families, grading systems, and role frameworks implementation.

Project Management: Successfully led and delivered projects on time and within budget, ensuring alignment with business goals and producing the desired outcomes. Supported leadership in effectively allocating resources across multiple projects, tracking operational expenditures, and proactively addressing variances. Collaborated closely with leadership to translate high-level strategic objectives into actionable project plans.

HR system implementation and optimization: Manage and optimize the HRMS system. Served as a crucial liaison between HR, IT, and vendors, ensuring the HRIS was effectively configured, data migration was accurate, and user needs were met.

Talent Acquisition : Elevated talent acquisition effectiveness through the design and rollout of regional hiring strategies and assessment frameworks, driving consistency and quality of hires across multiple markets. Strengthened talent pipelines by establishing high-impact partnerships with universities, technical schools, and external stakeholders, enabling structured internship programs and sustainable knowledge transfer. Enhanced recruitment ecosystem performance by optimizing collaboration with external recruitment partners, improving alignment with business needs at a regional level. Drove measurable improvement in employer branding and market positioning through active engagement with academic and talent communities.

Detailed Scope of Responsibilities

Strategic Leadership, Talent Management, Culture & Engagement Responsibilities

- Serve as a trusted HR advisor to the country leadership team, shaping and implementing people strategies aligned with business goals.
- Ensure all staff are informed of, understand, and acknowledge Code of Conduct.
- Develop and oversee the regional HR budget, ensuring smart allocation of resources to achieve the highest possible return on investment.
- Led end-to-end talent development initiatives—including on boarding, career growth, DE&I, and engagement to boost retention and strengthen the employer brand.
- Establish a regular dialogue with high profile/senior members in order to generate support for business development activities.
- Facilitate continuing professional development events for our company members for Communications and engagement activities.
- Designing and managing effective programs for on boarding and off boarding employees.
- Develop and implement talent management strategies, initiatives, and programs that support talent development, and retention of high-performing employees.

- Implementing and analyzing employee surveys, focus groups, and other feedback channels to understand employee sentiment and identify areas for improvement.
- Coordinate with Lead Members Engagement, and relationship team to support on all high-level activities and events.

Performance Management Responsibilities

- Design, implement, and manage performance management framework across the region.
- Develop and maintain performance appraisal tools, forms, and guidance materials.
- Train teams on performance management tools and data-driven practices.
- Drive the selection, development, and integration of analytics to optimize business activities.
- Develop metrics and dashboards to measure the effectiveness of organizational development initiatives and track progress towards goals.
- Collaborating with management on performance management, including goal setting, continuous performance, promotions, employee development, and performance improvement plans.
- Advise on managing underperformance, including performance improvement plans (PIPs) and follow-up actions.
- Manage management review meetings across departments; Track appraisal timelines, completion rates, and outcomes.
- Communicate a clear, accurate understanding of HR KPIs and metrics (culture & engagement survey, succession bench metrics, and other cascaded key performance indicators) to the business and provide insights and strategic direction on how to use them to grow the business, deliver results and drive continuous HR improvement.

Organizational Development / Change Management Responsibilities

- Act as change champion for the rollout of Organizations-wide HR strategies, Values and engaged culture that support the success of the organization's growth.
- Assess and recommend changes to (OD) strategies and restructuring, policies, procedures
- Drive digital transformation efficiency and effectiveness to support business objectives.
- Recommend Continuous improvement opportunities to enhance provision of services by reviewing and coaching on operational processes, policies, standard operating procedures.
- Develop and implement policies and manuals that align with industry best practices.
- Employing LSS principles and other process improvement methodologies to elevate process design maturity and eliminate inefficiencies.
- Work on KPIs and operational metrics for running service delivery in order to achieve Service Level Agreements and meet customer service standards.

Learning and Development Responsibilities

- Design and implement a company-wide L&D strategy that integrates on boarding, functional training, leadership development, and continuous skill enhancement.
- Strategically design and plan LMS content, on-the-job training methodologies, technical school collaborations, and Individual Development Plan processes.

- Define and deploy innovative learning methodologies, leveraging a mix of digital tools, interactive content, workshops, and peer-learning initiatives.
- Analyze Training Needs through pointing factors.
- Partner with global stakeholders to understand needs for customization of programs.
- Manage relationships with external training providers, experts, and accreditation bodies to enhance the quality and credibility of learning programs.
- Cultivate a strong learning culture by promoting knowledge-sharing practices, internal expertise development, and cross-functional collaboration.
- Implement metrics to measure the success and impact of learning initiatives on employee performance and engagement. To evaluate the effectiveness of training initiatives and drive continuous improvement through data-driven insights.

Project Management Responsibilities

- Creating and upholding standardized procedures for managing the project's scope, defining clear quality and performance benchmarks, and systematically assessing and addressing potential risks.
- Act as a central coordinator across Cross-Functional Teams, Identifying and implementing improvements to business processes as part of or as a result of the project.
- Oversee the day-to-day execution of operational activities, ensuring adherence to content calendars, publishing schedules, and quality standards. Serve as the primary point of contact for resolving immediate operational challenges and ensuring smooth workflow
- Strategically assigning and continuously monitoring project resources – including personnel, budget, and tools – with a clear focus on maximizing project efficiency and ensuring the timely and high-quality delivery of all expected outcomes.
- Regularly communicating project progress, outcomes, and potential risks to the designated management channels, and escalating any critical issues according to the pre-defined procedures outlined in the project work plan.

Education & Certifications

The KPI Institute

-Certified KPI Professional

ESLSCA University

-The Trainer

-MBA European Business Degree.

PMOGL Institute

-Certified PMP

HRCI

-PHR Certificate

-B.sc, English Language and Literature 2005. Ain Shams University

Technical Workshops

- Balanced Scorecard
- Advanced Quality Management
- Agile Project Management (Scrum Master)
- Total Rewards Management

Skills

- Executive Coaching & Leadership Development
- Talent Strategy & Workforce Planning
- HRIS Optimization & Digital Transformation
- Assessment & Development Centers
- HR Metrics & Dashboards

Employment History

BTC, Bullion Trading Center

Spanning Egypt, Saudi Arabia, Greece, UAE, Morocco, Bahrain, and Kuwait

- Group Talent Management Manager

-From Jan2024– Till May2025

Genana Group, Spanning manufacturing, food branding, agriculture, real estate development, property management, trading investments.

-HR &OD Manager

-From June 2022 – Till Jan - 2023

HR | Culture & Change Lead | Talent Management

Freelance Consultation

-From 2020 – Till 2022

ASE , Encompassing six companies: Ayman Shahin Export, Ayman Afandy for Distribution Services, Ayman Shahin Importation, Ayman Afandy Duty-Free, for Food & Beverage, and Happy Food for Food Industries.

-Group People & Organization Development Manager

-December2017 –2020

IC Group Spanning Egypt & Orlando, Leading developer of commercial, recreational and commercial projects.

-HR & OD Head

-December2014- December 2017

Lokma Group Spanning Egypt, Saudi Arabia, Arabian Gulf, Pipe Manufacturing (mega infrastructure projects).

-HR Senior Specialist

-October2012-December2014

Temsa Global, Spanning Türkiye,USA,United Kingdom, Europe Commercial Automotive Manufacture .

-HR Generalist

-June 2008–October2012

Berlitz Language Center Spanning 70 countries around the world, Global language education company.

-HR Coordinator

-Jan 2006 up to June 2008