

Omnia Farouk

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[\(2\) Omnia Farouk, MBA, Career Coach | LinkedIn](#)

Professional Summary

Strategic People & Culture leader with 20+ years of experience building and transforming HR functions across diverse and fast-paced environments. Proven ability to design and implement scalable people strategies aligned with business growth, while driving organizational effectiveness, high-performance culture, and employee experience.

Strong track record in establishing Performance Management frameworks, HR governance, talent acquisition strategies, and leadership development programs. Experienced in partnering with senior leadership to design organizational structures, enhance workforce capability, and lead transformation initiatives.

Brings a builder mindset with the ability to operate both strategically and hands-on, creating fit-for-purpose HR solutions in evolving and growth-oriented organizations.

Core Competencies

- People & Culture Strategy
 - Workforce Planning & Capability Building
 - Performance Management System
 - Organization Development & Design
 - Talent Acquisition Strategy & Talent Mapping
 - Career Coaching & Leadership Development
 - Employee Engagement & Retention Strategies
 - Employer Branding & Culture Transformation
 - Diversity & Inclusion Initiatives
 - HR Operations & Governance
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Professional Experience

Head of People & Organization



DB Schenker Egypt Ltd. (October 2019 – Present)

- Led the People & Culture function across Egypt, with regional alignment to MENA practices and the country's business objectives and growth.
- Developed and standardized **HR policies, governance frameworks, and employee lifecycle processes** (onboarding, probation, employee relations, offboarding).
- **Standardized HR practices** across multiple locations/functions ensuring consistency and scalability.
- Acted as a trusted advisor to senior leadership on organizational design, workforce planning, and talent strategy.
- Ensure seamless and impactful **employee experience across the full lifecycle** - Workforce planning and talent acquisition alignment, Onboarding and integration, Performance management and development, Career progression and succession planning, rewards, recognition, and engagement, Offboarding.
- **Provide data-driven insights** on workforce trends, engagement, performance, and capability gaps.
- Led end-to-end **Performance Management Framework** including objective setting, mid-year and year-end reviews, calibration, and development planning & improving performance outcomes by 32%.
- Led succession planning, leadership development, and capability-building initiatives across functions.
- Strengthened performance governance, ensuring fairness, consistency, and alignment across functions.
- Developed and tracked KPIs to measure performance effectiveness and identify improvement areas using **SAP Success Factors** & Excel based tools.
- Drove a performance-driven culture by **linking performance outcomes to rewards and development opportunities**, aligned performance outcomes with **talent reviews, succession planning, and compensation decisions**.
- Enabled leaders to conduct impactful performance dialogues and make evidence-based decisions.

- Led the **Talent Acquisition strategy**, optimizing sourcing channels, enhancing candidate experience, and improving quality of hire while reducing recruitment costs by 26%.
- Partnered with business leaders to identify critical talent needs and drive workforce planning and hiring prioritization.
- Promoted **inclusive workplace practices**, supporting diversity and equal opportunities across hiring, development, and employee experience.
- Partnered with leadership on **compensation and benefits structures**, ensuring internal equity and market competitiveness – through providing country insights into market trends, employee expectations, and business affordability. Support leaders in applying reward frameworks consistently and effectively, ensures reward decisions support performance, retention, and engagement.
- Designed and executed **employee engagement strategies**, increasing engagement scores by 30% and strengthening organizational culture and retention.
- Led communication and culture initiatives to enhance employee experience and reinforce company values, improve morality and retention.
- Contributed to strengthening **employer branding** through internal programs and external recognition (Top Employer Certification – 3 consecutive years).
- Enhancing the company's **Employee Value Proposition (EVP)** through targeted programs, communication, and candidate experience improvements.

Head of Talent Management



Abudawood Group Egypt (June 2012 – September 2019)

- **Led the Talent Management function at country level**, driving performance, talent, and engagement strategies aligned with business priorities across Cairo, Giza, and Upper Egypt.
- **Designed and implemented the Performance Management System from scratch**, including goal setting, mid-year and annual reviews, and development planning, enhancing performance clarity and accountability across the organization.
- **Developed and launched a structured Succession Planning Program**, identifying high-potential talent, strengthening leadership pipelines, and supporting long-term organizational sustainability.
- **Successfully delivered Talent Acquisition targets across multiple regions (Cairo, Giza, and Upper Egypt)**, optimizing sourcing strategies and ensuring timely hiring to support business growth.
- Launched and managed a quarterly HR newsletter, enhancing internal communication, employee engagement, and awareness of key HR initiatives and business updates.
- Worked closely with L&D and line managers to assess capability gaps through TNA and design targeted IDPs, translating development needs into practical learning solutions that support performance and growth.
- **Ensured full compliance and governance by successfully passing internal audits with zero findings**, maintaining high standards in HR processes and documentation.

Human Resources Business Partner



Alkan CIT (June 2006 – May 2012)

- Led the implementation of international HR policies and offshore tracking systems, ensuring alignment with company standards and enhancing operational visibility and control.
 - Designed and developed performance management frameworks and structured onboarding programs, improving employee integration, performance clarity, and overall engagement.
 - Partnered with Project & Hiring Managers to align manpower planning with P&L objectives, ensuring optimal resource allocation and cost efficiency across projects.
 - Led TNA processes and delivered targeted soft skills training initiatives to build organizational capabilities.
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Key Projects

TOP EMPLOYER Certificate | Company: DB Schenker Egypt

- Led & Awarded the Top Employer Certification (3 Years in a Row)

Internship Program | Company: DB Schenker Egypt

- Developed & designed a 5 Month Internship program

Managers' Upskilling Program | Company: DB Schenker Egypt & MENA

- Developed & designed a comprehensive program for Managers (Newly Joined – Newly Promoted & Current) to be on same track of the company's DNA for Leaders' Behaviors & Competencies.

STAR of the Month | Company: DB Schenker Egypt

- Developed a monthly recognition program based on Business Results and Company's Behaviors.

Certificates & Development

- Certified Career Coach – Intellect & ICF, 2025
- Korn Ferry Leadership Coaching Solutions, 360 Assessment, Select, 2022-2023
- Breakthrough – Dubai, 2023
- Leading with Strategy in Mind - Situational Leadership - Ken Blanchard, 2019-2023
- Certified Assessor, SHL - CEB Global, Dubai, 2015
- The 7 Habits of Highly Effective People, Covey, 2016
- Multiple HR & Leadership workshops

Education

Master of Business Administration (MBA)

Arab Academy for Science, Technology and Maritime Transport (2011) | GPA: 3.73

Personal Data

- Date of Birth: March 1st, 1980
- Gender: Female