

# FATMA MOHAMED AHMED ELBAZ

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## CHIEF HUMAN RESOURCES OFFICER / GROUP HR DIRECTOR

Strategic and results-driven HR Executive with 20+ years of progressive leadership experience across Fintech, Microfinance, Banking, FMCG, Manufacturing, and Pharmaceuticals. Proven track record in designing and executing enterprise-wide human capital strategies aligned with business growth, governance, and regulatory compliance. Trusted advisor to Boards and CEOs, with deep expertise in organizational transformation, workforce strategy, performance management, compensation & benefits, and HR digitalization.

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## CORE EXECUTIVE CAPABILITIES

- Human Capital Strategy & Workforce Planning
  - Board & CEO Advisory | Corporate Governance
  - Organizational Design & Transformation
  - Performance Management & KPI Systems
  - Executive Compensation & Total Rewards
  - Talent Management & Succession Planning
  - HR Digital Transformation (ERP & HRIS)
  - Regulatory Compliance (Labor, Tax, Insurance, FRA)
  - Culture, Engagement & Change Management
  - Budgeting, Cost Optimization & Productivity
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## PROFESSIONAL EXPERIENCE

### HR & Administration Director

**Egyptian Pharmaceutical for Trading Company** | Dec 2023 – Present - Lead enterprise HR and Administration agenda for a large pharmaceutical trading organization, reporting to executive leadership. - Re-engineered pay and incentive structures, directly linking variable pay to KPIs to drive performance and accountability. - Redesigned organizational structure to support operational scalability and governance. - Led ERP updates and policy alignment to ensure compliance with labor, tax, and social insurance regulations. - Introduced company-wide KPI-based performance management framework. - Oversaw learning & development strategy to enhance workforce capability. - Governed all purchasing tenders and fully restructured non-pharmaceutical procurement processes.

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## **HR Director**

**Waseela for Microfinance** | Oct 2022 – Present - Architect and execute the Human Capital Strategy aligned with business growth and FRA regulatory requirements. - Act as strategic business partner to executive management, embedding HR as a core driver of organizational performance. - Lead full HR portfolio: recruitment, compensation & benefits, payroll, HRIS, employee engagement, and compliance. - Designed and implemented performance management, talent management, and leadership development frameworks. - Strengthened employee relations and internal communication, ensuring fairness and consistency across the organization.

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## **Head of HR & Administration**

**Easy Credit for Microfinance** | Feb 2022 – Oct 2022 - Member of executive management team, advising on people strategy and organizational effectiveness. - Led compensation benchmarking, salary structure review, and HR budgeting. - Directed end-to-end HR operations ensuring policy compliance and operational excellence. - Oversaw administration, facilities, third-party management, and launch of a new call center project.

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## **Group HR Manager**

**Ayman Shahin Group** | Jan 2018 – Jan 2022 - Led HR strategy across diversified business units with full accountability for group-wide HR governance. - Implemented group HRIS and standardized HR policies, job architecture, and performance frameworks. - Designed competitive compensation structures supported by salary surveys and job evaluation. - Managed employee relations, legal compliance, and leadership capability building. - Successfully managed external stakeholder relationships and HR-related funding initiatives exceeding EGP 6M.

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## **Recruitment & Organizational Development Consultant**

**Freelance** | Oct 2016 – Dec 2017 - Delivered OD, recruitment, and talent solutions for multiple organizations undergoing growth and restructuring.

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## **Group Recruitment Manager**

**Best Cheese Company** | Sep 2014 – Sep 2016 - Developed workforce plans and manpower budgets aligned with expansion strategy. - Led talent acquisition, succession planning, and performance management cycles. - Partnered with leadership to translate business objectives into effective organization structures.

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## HR Manager

**Divine Worx** | Sep 2010 – May 2011 - Strategic HR partner to operations leadership across multiple sites. - Drove HR service optimization, policy consistency, and people analytics.

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## HR Manager

**Makro Cash & Carry** | Oct 2008 – Dec 2009 - Led HR operations including compensation, performance management, and employee relations.

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## Early Career (2003 – 2008)

**NSGB (Senior HR) | Best Cheese Company (Group Recruitment Manager) | Procter & Gamble (HR Intern)** - Built strong foundations in recruitment, manpower planning, compensation & benefits, HR systems, and training.

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## EDUCATION

- **MBA – Human Resources Management**, Edinburgh Business School (2007–2010)
  - **HR Diploma**, American University in Cairo (2003–2004)
  - **BBA**, Cairo University (1999–2003)
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## CERTIFICATIONS

- Certified KPI Professional – KPI Institute (2022)
  - TOT Certification – HRCI (2020)
  - Certified Performance & Competency Developer – Middle Earth HR (2016)
  - Certified Compensation & Benefits Manager – Middle Earth HR (2015)
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## LANGUAGES

- Arabic: Native
  - English: Fluent (Written & Spoken)
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## BOARD-LEVEL VALUE PROPOSITION

- Aligns people strategy with enterprise growth and governance
- Builds high-performance cultures and leadership pipelines
- Drives measurable ROI from HR investments

- Ensures regulatory compliance and organizational resilience