

Bassem Fouad Abdelhakeem

Personal Information:

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Nationality: Egyptian

Executive Summary:

Transformational HR leader driving enterprise-wide people strategy aligned with business growth and organizational excellence. Proven track record in scaling high-performance cultures, optimizing talent strategies, and leading HR transformation to support sustainable business success. Strong commercial acumen with a focus on value creation and organizational impact. Known for building people-first organizations, enhancing employee engagement, and delivering data-driven HR solutions that support sustainable business success.

Education Background and Certification:

- Diploma in Strategic Human Resource Management- University: AUC (2026)
 - Certified Competency Based Framework
 - Certified Strategic Performance Management (PMS)
 - Certified Talent Management
 - Certified Employee People Analytics
 - Certified in Egyptian Labor Law & Diversity and Inclusion
 - Certified HR Strategic Partner
 - Certified Organizational Culture
 - Certified Senior Professional Recruiter from (Skills Bank Professional Training & Coaching) (2016)
- Certified HR Budget & Budgeting – EGYCHAM (2025)
- Human Resource Management Certificate - Cairo University (2014)
- Mastering Excel from Yat Learning Centre (2013)
- English Course from Berlitz (2013)
- **Education:** Bachelor Degree Information Technology of Management – University: Modern Academy (2012)

Core Competencies:

- Organizational Development & Change Management
- HR Strategy & Business Alignment: Balancing Speed, Discipline & Scalability
- Talent Acquisition Strategy & Employer Branding
- Leadership Development & Succession Planning
- Culture Transformation & Employee Engagement
- HR Governance, Compliance & Risk Management
- Performance Management & KPIs Design
- HR Digital Transformation & HRIS Implementation
- Cross-Cultural Leadership (Egypt, KSA & UAE)

Work Experience:

HR Business Consulting Services

Egypt | KSA | UAE

Partner with clients to understand their business needs and deliver customized HR solutions that drive measurable results. My services are designed to enhance workforce performance, engagement, and organizational effectiveness across Egypt, KSA, and UAE.

Recruitment & Talent Acquisition: Design and execute full-cycle recruitment, headhunting, and mass hiring strategies to attract and retain top talent.

HR Consulting & Leadership: Develop HR structures, policies, and governance frameworks while leading organizational development and mentoring in-house HR teams.

Training & Development: Deliver leadership programs, soft skills training, and HR workshops to enhance employee capabilities and performance.

HR Operations (Payroll & Personnel): Manage payroll, employee lifecycle, and HRIS processes to ensure efficiency, compliance, and smooth HR operations.

Ramy Fares Group

Group People & Culture Director

(June.2025 – till now)

RAMY FARES
CONSTRUCTIONS

RFCO
DEVELOPMENT

TRC
CONCRETE

SD SOLUTIONS

RFO
TOURISM DEVELOPMENT

SILVEREAGLE
DUBAI

- Strategic Human Resource Management: Align HR strategies with the company's business goals and the unique needs, develop and implement organizational development strategies to foster innovation and adaptability.
- Design, review, and update comprehensive policies and procedures that align with the company's objectives, industry standards, and legal requirements, collaborate with key stakeholders to identify organizational needs and gaps that require formalized policies.
- People Strategy: Develop and implement the company's People strategy in line with business objectives
- Lead all People-related initiatives including talent acquisition, employee experience, performance management, and retention
- Performance Management: Implement a comprehensive performance management system to assess employee contributions effectively.
- Set KPIs for teams and individuals in collaboration with management, develop leadership pipelines and succession plans to ensure continuity in key positions, provide coaching and feedback to department heads on managing team performance.
- Talent Acquisition and Retention: Lead the recruitment strategy to attract top talent for technical, managerial, and administrative roles, design strategies to source, recruit, and onboard a diverse, high-performing workforce.
- Participate actively in the annual manpower planning, costing and budgeting to reach the required number of headcounts for each function based on the actual business needs
- Employee Development: Establish training programs tailored to developers and other employees to enhance skills.
- Compensation and Benefits: Design competitive compensation structures and benefits packages to attract and retain talent, conduct salary benchmarking and market analysis.
- HR Operations: Oversee day-to-day HR operations, including onboarding, offboarding, and HRIS (Human Resource Information Systems) management
- Internal Audit & Process Improvement: Conduct internal audits, identify operational gaps, and implement process improvements to enhance efficiency and governance
- Evaluate departmental processes to identify risks, gaps, and opportunities for improvement, ensuring optimal resource utilization

- Strengthen governance frameworks by integrating audit insights into policy development and operational practices
- Organizational Effectiveness & Culture Lead Organizational Development and Culture transformation initiatives, including change management during mergers, acquisitions, or major transformations
- Utilize HR analytics and predictive insights to support decision-making related to turnover, engagement, and workforce development
- Drive Employee Relations and Engagement strategies, including recognition programs, employee initiatives, and team-building activities

**Capital Lords Real Estate Consultancy & New Address Construction
HR Director & Business Development
(Oct. 2023 – May.2025)**

- Align HR strategy with overall business objectives, organizational goals, and expansion plans
- Lead organizational development (OD) initiatives to enhance effectiveness, innovation, and culture transformation
- Design, review, and implement HR policies, procedures, and governance frameworks in compliance with labor laws
- Oversee and manage end-to-end performance management systems, including KPI setting, performance appraisals, and continuous feedback processes
- Coach and support managers in performance evaluation, employee development, and team effectiveness
- Manage full-cycle recruitment for technical, managerial, and administrative roles, ensuring efficiency and cost effectiveness
- Develop and execute workforce planning, manpower budgeting, and headcount strategies aligned with business needs
- Collaborate with stakeholders to identify current and future hiring and organizational requirements
- Design and implement employee retention strategies, engagement programs, and career development plans
- Strengthen employer branding to attract, engage, and retain top talent
- Develop and deliver training programs, leadership development initiatives, and succession planning strategies
- Design and manage compensation and benefits structures, including payroll, bonuses, and benefits administration
- Conduct salary benchmarking and market analysis to ensure competitiveness
- Oversee HR operations, including onboarding, offboarding, and HRIS management
- Ensure full compliance with labor laws, regulations, and internal policies
- Manage employee relations, resolve workplace issues, and foster a positive work environment
- Promote a culture of accountability, collaboration, and high performance
- Support business growth by ensuring organizational readiness for new projects and market expansion
- Partner with leadership on workforce planning and organizational scaling strategies
- Contribute to business development efforts, including proposals, client presentations, and strategic initiatives
- Analyze market trends and workforce data to support strategic decision-making
- Build and maintain strategic partnerships to support organizational and business growth

Azeidk Group for MEP Construction Services (Egypt – KSA)

HR Manager

(Feb.2022 – Sep. 2023)

- Talent Acquisition and on boarding: In charge of recruiting, interviewing, and aiding in candidate selection. Also responsible for on boarding new hires, ensuring paperwork completion, and organizing training programs.
- Partners with the managerial teams to understand and execute the organizations human resource and talent strategy particularly as it relates to current and future talent needs, recruiting, retention, and succession planning
- Support current and future business needs through the development, engagement, motivation and preservation of human capital.
- Team Building: Build and lead a strong HR team, fostering a collaborative and high-performance culture. Policy Development: Create and maintain HR policies, ensuring they are up to date and in compliance with local labor laws.
- Collaboration with CEO: Work closely with the CEO to align and provide decision support through HR metrics Planning employees benefit programs and ensuring a positive company culture.
- Oversees the daily workflow of the department.
- Attention to Detail: Ensure meticulous record-keeping and compliance with HR policies and regulations.
- Developing and implementing HR strategies and initiatives aligned with the overall business strategy.
- HR Data Management and Payroll: Maintaining accurate employee records, managing HR systems, and assisting with data analysis. Handling payroll administration of employees, including leave records, deductions, and payroll calculations.
- Review current Key Performance Indicators and formulate new KPIs proposals based on the objectives in order to measure employees' performance in an accurate manner. Provides constructive and timely performance evaluations
- Employee Relations and Conflict Resolution: Fostering positive relationships among employees, serving as a primary point of contact for concerns, and guiding employees on company policies. Mediating and resolving conflicts or escalating issues when needed.
- Problem Solving: Develop innovative HR solutions to address complex HR challenges and enhance employee experiences.
- Oversees employee disciplinary meetings, terminations, and investigations.
- Benefits Administration and Compliance: Overseeing employee benefits programs, handling enrollment, and acting as a liaison between employees and benefit providers. Ensuring HR policies comply with legal regulations and educating staff on compliance matters.

JobsGlobal International Recruitment Agency (Dubai – Egypt)

Recruitment Manager

(Feb. 2021-Jan. 2022)

Our clients

AirArabia
الخطوط الجوية العربية للطيران

ZARA

Lulu
WHERE THE WORLD COMES TO SHOP

Alghanim
INDUSTRIES

إدسكو
EDSCO
EQUIPMENT & SUPPLY SERVICES

AMERICAN
QUALITY

العيوني
AL-AYUNI

- Manage the recruitment and selection process.
- Support business needs through the development, engagement, and motivation of human capital
- Develop and monitor overall Recruitment Strategy, systems and procedures across the company
- Manage a performance appraisal system that drives high performance
- Participate in the process of Setting the recruitment policy, procedure and work flow in order to assist in developing the recruitment methodology.
- Set the recruitment plan for every project to achieve the project's objectives
- Receives requirements from the clients to support them covering the vacant jobs
- Choose the suitable recruitment tools that will be effective to source good applicants
- Identify the suitable recruitment methods and techniques with the recruitment team for each project that will be effective to source good applicants
- Lead the recruitment team to cover the clients' requirements and meet the deadline
- Monitor the Mobilization process for on process candidates to make sure that the process is moving smoothly and solve the problems for any candidate
- Control, maintains and updates work plans and identify suitable recruitment channels.

Etisal International

Recruitment Head of Area SMEs

(Jan2017–Jan 2021)

Our clients:

etisalat

LARABY

HUAWEI

BURGER
KING

fawry

HYDE PARK
DEVELOPMENTS

- Create and execute recruiting strategies that identify, recruit and qualify highly talent.
- Communicate job roles to candidates at all levels.
- Trusted adviser to management on identification, selection and offer process.
- Build solid relationships with leadership teams and serve as a partner before, during, and after the recruiting process.
- Leading all sourcing strategies Implement online and offline employer branding activities.
- Oversee all stages of candidate experience (including application, interviews and communication)
- Forecast hiring needs based on business growth plans.
- Manage, train and evaluate our team of recruiters.
- Lead the recruiting process from sourcing to final offer.
- Act as a functional point of contact for key stake holders.
- Managing the on boarding process, and candidate experience functions
- Managing the hiring needs from middle management to the directors' level.
- Create reports yearly and monthly to analyze quality of hiring to enhance hiring evaluation. Including data validation, employee's historical data, comparison sheet, conduct the vendors and the employee's level of satisfaction)

People Management:

- Oversee all the activities of own team to ensure high performance levels and efficient implementation.
- Responsible for the professional development of own team and ensure it is aligned with the organizational career progression and succession plans.
- Responsible for setting the team objectives in correlation with the department objectives, provide coaching and action plans required to achieve objective

Recruitment Supervisor (March 2015 – Dec 2016)

- Receive hiring requests from Operations Department.
- Performs Searches for qualified candidates according to relevant job criteria, using databases, Internet recruiting resources, walk in, media and employee referrals.
- Screens potential CVS, conducting on the phone interview with candidates & scheduling interviews with accepted from the phone screening.
- Conducts first interview with candidates who pass the pre-employment test.
- Coordinates with the operations & candidates accepted from first interview for scheduling second interview.
- Any other related tasks assign.

Senior Talent Acquisition Specialist (March 2014 – Feb 2015)

- Manage the full recruitment lifecycle, including sourcing, screening, interviewing, and onboarding candidates.
- Partner with hiring managers to define job requirements and align hiring plans with business needs.
- Develop and execute sourcing strategies using job boards, social media, and headhunting to attract top talent.
- Build and maintain talent pipelines while ensuring a strong candidate experience throughout the hiring process.
- Utilize ATS systems (e.g., Greenhouse, Workable, Zoho Recruit) and track recruitment metrics to improve hiring efficiency.
- Lead offer management, employer branding initiatives, and ensure compliance with company policies and labor laws.

Founder

Home.eg Real Estate Brokerage (Nov.2012 till Jan. 2014)

- Define and execute the overall business strategy, driving growth, profitability, and market expansion.
- Lead business development, client acquisition, and property sales to achieve revenue targets.
- Recruit, train, and manage a high-performing team of real estate agents and support staff.
- Oversee operations, marketing, branding, and digital strategies to enhance market presence.
- Ensure compliance with property laws, contracts, and industry regulations while mitigating risks.
- Monitor financial performance, set budgets, and implement performance metrics and incentive programs.
- Build and maintain strategic relationships with developers, investors, and key stakeholders.
- Identify market trends, evaluate investment opportunities, and drive innovation for competitive advantage

Language Skills:

- Arabic:(Native Language)
- English: (Excellent) in both spoken & written

Tools & Technologies:

- HRIS & ATS: SAP SuccessFactors, Workable, Zoho Recruit, Greenhouse
- Analytics & Reporting: HR Dashboards, Power BI, Excel
- Performance & Engagement Tools: OKR frameworks, employee surveys